

Peter Gigliotti

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WORK EXPERIENCE

Underdog Sports Feb. 2026 – Present

Sports Content Creator *Remote*

- Lead development of the "Underdog Pete" brand across platforms, producing data-driven short-form content and graphics, generating 700K+ views in under 90 days
- Leverage performance insights and platform trends to optimize content strategy and maximize engagement
- Collaborate cross-functionally with creators and internal teams to align content with brand voice and campaign objectives

Barstool Sports Feb. 2025 – Present

Creative Content / Social Media Handler - Barstool Boston *Remote*

- Develop and publish sports-focused digital content across social platforms, targeting New England audiences
- Analyze content performance (views, engagement rate, shares) to optimize strategy and inform future content decisions
- Manage social accounts, produce graphics and short-form video (Reels), using performance insights to optimize organic content and maximize engagement

Pats With Pete (TikTok) Dec. 2024 – Present

Independent Sports Content Creator *Remote*

- New England Patriots-focused digital brand producing short-form sports content for a highly engaged audience
- Grew platform to 9.3M+ total views, 1.1M+ likes, and 25K+ followers within one year through consistent, data-driven content strategy
- Generated 26K+ comments, 25K+ shares, and 150K+ profile views, demonstrating strong audience engagement
- Built and maintained an engaged community by creating high-quality, performance-optimized sports content, leveraging platform analytics, trends, and user-generated content (UGC) to maximize growth and reach

NBC 10 WJAR May 2025 – Aug. 2025

Sports News Intern *Providence, RI*

- Assisted in newsroom operations and on-location coverage, filming live shots and stand-ups at professional and collegiate sporting events across Rhode Island and New England
- Supported video production for broadcast and digital platforms, contributing to field reporting and real-time storytelling

WPRI-TV Sep. 2024 – Dec. 2024

Sports News Intern *Providence, RI*

- Assisted in coverage and digital production of professional, collegiate, and high school sports—including the New England Patriots—supporting on-camera reporting and live broadcast

EDUCATION

The University of Rhode Island May. 2026

B.A., Sport Communication and Media, Journalism *Kingston, RI*

- **GPA: 3.6/4.0**

CERTIFICATIONS, SKILLS, TECHNOLOGIES & INTERESTS

- **Certifications:** Google Analytics; Google Ads Measurement; HubSpot Social Media Marketing
- **Skills:** Social Media Strategy; Data Analysis; Performance Tracking; Content Ideation; Audience Engagement Strategy; Audience Insights
- **Technologies:** Adobe Premiere; Photoshop; CapCut; Sprout Social; Microsoft Excel; PowerPoint
- **Interests:** Sports Media & Storytelling; Content Creation; Journalism; Video Editing