

PERI SHEININ



EDUCATION

BROWN UNIVERSITY

2017 – 2021

- English (Nonfiction Writing), GPA: 4.0
 - 2019 Beth Lisa Feldman Prize in English Composition, an annual award given to one Brown student, for children's book titled *Taz Tries for the Top*
- Varsity Tennis Scholar-Athlete
 - 2018 Marisa Schonfeld Bruno Award, an annual award given to one Brown tennis player for exemplary display of determination, sportsmanship, and compassion on and off the court
 - Student Athlete Advisory Committee (SAAC) Executive Board - Female Ivy League Representative
- *Brown Daily Herald* Sportswriter

SPORTS BROADCASTING

TENNIS CHANNEL, Podcast Host and Creator

May 2021 – Present

- Releases biweekly episodes of *On The Rise*, the first podcast devoted to highlighting women's college tennis
- Runs social media accounts, scouts and books guests, conducts interviews, assists in editing process

ESPN/CRACKED RACQUETS, Play-By-Play Commentator

January 2023 – Present

- Solo hosts over 130 hours of tennis broadcasts per season spanning 6-10 hours each on ESPN+
- Anchors weekly coverage spanning ACC, SEC, Big Ten, and Big 12 conference matches
- Covers all three divisions of the NCAA Tennis Championships

WHSV TV-3, Sports Anchor/ Reporter/ Producer

June 2021 – December 2023

- Launched *Women in Sports*, an original series highlighting local female athletes and coaches, earned nearly 1M views on social media platforms
- Served as Interim Sports Director for eight months, producing, reporting, and anchoring three shows per day
- Worked with news team covering local stories at the intersection of sports, entertainment, and culture
- Produced and hosted weekly 30-minute football show with live pregame report, postgame interview, and studio analysis
- Produced and hosted *Student-Athlete of the Week*, a segment celebrating top high school student-athletes
- Booked and interviewed guests, shot and edited highlights, conducted interviews, wrote daily scripts and digital web stories, and created social media content
- Skills: Keynote, Office (PowerPoint, Word, Excel), iMovie, Adobe Premier, Arc Publishing, iNEWS, ENPS, Edius

SPORTS MEDIA

BEHIND THE RACQUET, Story Editor

May 2020 – June 2021

- Developed blog and created content for viral platform where professional tennis players reveal mental health journeys
- Edited, organized, and condensed six-page interview transcripts for Instagram and website content

HBO, Sports Media Relations Intern

May 2020 – August 2020

- Wrote, researched, and distributed an original daily newsletter for upcoming HBO Sports programming
- Drafted press releases, conducted research, and structured timelines for HBO Sports documentaries
- Tracked and aggregated content from social, print, and podcast media around major HBO Sports announcements
- Assembled collateral for HBO Sports programming based on assessments of review positivity and source credibility

WPRI-TV, Sports Intern

September 2019 – January 2020

- Assisted the Sports Director in script writing, production, and editing for nightly sportscasts on WPRI Channel 12
- Analyzed film for highlights, selected sound bites for stories, and pitched story ideas
- Traveled to Gillette Stadium to capture player interviews and press conferences for Patriots gameday coverage

THE INTERNATIONAL TENNIS HALL OF FAME (ITHF), Communications Intern

June – August 2019

- Ran the media room and hosted over 100 reporters during the Hall of Fame Open, a men's professional tour event
- Developed promotional and event coverage content for Instagram, Facebook, and Twitter

THE CONNECTICUT OPEN, Assistant to the Tournament Director

May – August 2018

- Responsible for the Wild Card process: tracked player performance, made player recommendations for main and qualifying draws, and handled over 200 applications from potential players for the women's professional tour event

- Organized logistics and coordinated with key constituents throughout the summer

TENNIS COACHING

BROWN UNIVERSITY, *Assistant Women's Tennis Coach*

December 2024 – May 2025

- Assisted in recruiting, coordinating training and travel schedules, and planning social media content
- Ran video analysis software, scouted opponents, and analyzed match film
- Coached players during daily practices, lifting and conditioning sessions, and matches

INDEPENDENT COACH

2019 – 2021

- Coached tennis players of all ages and abilities in Rhode Island
- Organized and coached events with TeamFAME, a nonprofit youth development chapter at the Tennis Hall of Fame

ADDITIONAL INFORMATION

WOMEN IN SPORTS: Advisory Board Member and Ambassador: Girls On The Run, DanceBody, WomenSport International

EAST GREENWICH HIGH SCHOOL: Three-time Division 1 State Singles Tennis Champion with four-year record of 78-1

