

Eddie Scheidler

417 Napoleon St., South Bend, IN | 224.500.5780 | escheidl@nd.edu | www.linkedin.com/in/edwardscheidler1

EDUCATION

University of Notre Dame | Notre Dame, IN

Master of Science in Business Analytics, Candidate

June 2023 – May 2024

Bachelor of Business Administration, Marketing

Aug. 2019 – May 2023

NCAA ATHLETICS

University of Notre Dame Football Team - Walk-On Defensive Back | Notre Dame, IN

Summer 2019 – Winter 2023

- Earned a “Walk-on” spot in the football program, made the 65-man travel roster during junior season and started on Special Teams
- Notched “Warrior of the Week” award during both winter and summer off-season training, which is awarded to the player that best exemplifies characteristics of relentlessness, heart, determination, leadership, and grit
- Achieved highest commitment status given by coaching staff for competitiveness and consistency within the program
- Cultivated resiliency, mental fortitude, and alternative leadership qualities after tearing ACL, MCL, and meniscus in “Spring Ball” in 2022
- Engineered and devised an extensive sign language system encompassing over 350 signals for the defensive playbook while also teaching and educating them to the entire defense, defensive coaches, and staff, and performing the signals in high-pressure game scenarios

MEDIA & BROADCASTING EXPERIENCE

Fighting Irish Media – Analyst, Broadcaster, Color Commentator | Notre Dame, IN

Spring 2023 – Present

- Orchestrated live coverage as an analyst, broadcaster, and color commentator for Notre Dame sports on ESPN, ACC Network, and NBC Sports
- Demonstrated agility on camera, adapting seamlessly, maintaining composure under pressure, and crafting engaging storylines to captivate audiences
- Mastered diverse production roles, including camera, graphics, audio, replay, and other control room operations

NBC Sports Athlete Direct - Campus Ambassador | Notre Dame, IN

Aug. 2022 – Dec. 2023

- Served as a brand advocate for NBC Sports Athlete Direct, a trusted marketplace focused on empowering all student-athletes to participate in Name, Image, Likeness (NIL) through exciting, relevant, and reliable brands such as Walmart, Android, and CFB
- Produced and edited sample social media content aligned with campaign concepts, showcasing creative collaboration with sponsors
- Amplified NBC Sports Athlete Direct's presence as a Campus Ambassador, executing strategic marketing plans, conducting SWOT analyses of successful NIL campaigns, engaging in sales calls, and fostering student-athlete engagement through diverse channels

University of Notre Dame Football Team Media – Broadcaster, Interviewer, and Journalist | Notre Dame, IN

Spring 2022 – Present

- Conceptualized and launched “Eddie on Eddy St.,” a segment aimed at spotlighting the diverse personalities of the Notre Dame football team members, coaches, and fans, garnering an average of 85.6k views in its first season on the team’s primary platform Instagram, and 128.7k views in the second
- Hosted Notre Dame Football season-long award show with over 500 in attendance and the preliminary interviews for the 2022 Notre Dame Football Blue-Gold Spring Game, showcasing adept broadcasting and interviewing skills
- Collaborated consistently with the football team’s media department and Fighting Irish Media to enhance knowledge and acumen

University of Notre Dame – Sports Media & Journalism Student | Notre Dame, IN

Fall 2021 – Present

- Conducted several in-depth interviews campus-wide as a broadcaster for Notre Dame’s annual “Notre Dame Day,” a 24-hour live coverage that highlights the university’s uniqueness
- Enrolled in and excelled in several sports journalism courses, enhancing exposure and refining interpersonal skills crucial for credibility as an interviewer, broadcaster, and sports journalist

WORK EXPERIENCE

North Shore Home Services | Greater Chicagoland Area, IL

Spring 2020 – Summer 2021

Laborer, Mover

- Collaborated with some friends and identified a way to help people and make a profit during the pandemic (abiding by CDC guidelines)
- Adhered to strict deadlines whilst providing a variety of services (e.g. lawn work, moving, power washing, garage cleaning, & delivery)

Onwentsia Club - (Various Roles) | Lake Forest, IL

Spring & Summer 2015 – 2020

Golf Shop Manager

2019 – 2020

- Coordinated, operated, and managed day-to-day operations within the golf shop, which included helping customers find products that best fit their personal needs, creating a satisfying shopping experience, and offering exceptional customer service

Wigwam Waiter/Busser

2017 – 2018

- Mastered skills in customer service, time management, menu knowledge, hustle, multitasking, organization & excellent communication

Golf Caddie

2015 – 2016

- Maintained full knowledge of golf course management, greeted guests in a timely and professional manner, provided excellent customer service, cleaned and changed member golf clubs, advised club selection to guests, and contributed to an enjoyable course experience

LEADERSHIP AND COMMUNITY OUTREACH

Special Olympics Notre Dame - Active Participant | Notre Dame, IN

Fall 2020 – Spring 2023

- Engaged in sporting events and provided coaching advice to those who are mentally or physically handicapped in the South Bend area

Camp Hope - “Buddy”/Counselor | Ingleside, IL

Summer 2016 – 2020

- Volunteered as a “buddy” for the five-day overnight summer camp for teens and young adults with developmental disabilities; ensuring a positive camp experience and camper’s day-to-day needs were met, such as assistance eating and all hygienic requirements

SKILLS AND INTERESTS

Technical: Microsoft Office Products, Tableau, R-Studio, Python, STEM-Certified, Proficient Command of the Spanish Language

Interests: Golf, Media, Broadcasting, Guitar, Stand-Up Comedy, Exercise, Cooking, Comedy, Chicago Bears, Chicago Cubs