

SportsEdTV Names Jaki Goldner To Basketball Content and Marketing Position

Seasoned Digital Media Pro Joins Miami-based Sports Instruction Network



Miami, Mar 14, 2020 (Issuewire.com) - SportsEdTV has hired Jaki Goldner to be its Content Development & Marketing Manager for basketball. The experienced digital media leader and former college basketball player will manage the company's content development and marketing efforts as part of a team that includes former Miami Heat teammates Mark Strickland and Tim Hardaway.

"Basketball is one of the most popular sports in the world," said *SportsEdTV* Co-Founder and Chairman, Robert Mazzucchelli. He added, "Jaki will bring her experience, insights and talent to our team so that we can deliver the most comprehensive video library - covering all [basketball techniques and drills](#) - to the online world. Working closely with our basketball Executive Director, Mark Strickland, Jaki will broaden our curriculum, appeal and global reach to basketball players and coaches everywhere."

"*SportsEdTV* is unique in the online instruction world," said Jaki Goldner. She added, "In this role, I will be able to utilize all of my media and marketing skills to grow a global business around basketball, the sport I know and love. I look forward to sharing our content with the world and showing coaches everywhere how to use *SportsEdTV's* videos and global community features to make coaches and their teams more successful."

Prior to joining *SportsEdTV*, Goldner was a video producer for online sports news website *Bleacher Report*, where she focused on their House of Highlights feature program. Before that, she spent two years as Content Marketing Manager at the online high-school sports broadcaster, FloSports, where she increased subscriptions to their FloHoops basketball product. She also spent four years in marketing roles at Krossover Intelligence, where she implemented programs to increase user engagement across their basketball, football, volleyball and lacrosse products.

Goldner received a Bachelor of Arts degree in English from Binghamton University in New York, where she played on the women's varsity basketball team.

About SportsEdTV: [SportsEdTV](#) exists to help athletes, coaches and parents LEARN, WIN and CELEBRATE. We don't expect everyone who uses our learning tools to become a world champion - that's not our mission. We do expect people who use our educational resources to become their own champion, by whatever definition they view success in their chosen sport. For some, success is making the varsity team, for others, it's becoming country champion, and for others still, it may simply be gaining proficiency at a sport that offers a lifetime of fun and fitness. To us, no matter your aspirations in sport, if you are striving to improve, you are winning! As a leading sports education media company, we provide FREE video and blog content to anyone in the world with an internet connection. We also offer a global online community, where athletes, parents and coaches can interact, connect, chat, share content and find new friends. [SportsEdTV](#) videos feature coaching from world-class coaches and athletes - many of whom are or have coached world-champions - and have been watched by viewers in every country in the world.

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