



NEWS

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El Camino College Graduate Finds Success in Sports Media Field

As a lifelong fan of Los Angeles' "Boys in Blue," attending opening day at the newly renovated Dodger Stadium was an incredible experience for El Camino College alumnus Raul Campos. The added bonus was that he had the opportunity to write about the experience and his favorite team in his first-ever article for FoxDeportes.com.

"Opening Day at Dodger Stadium was awesome!" said Campos, senior coordinator of interactive media for FoxSoccer.com/ FoxDeportes.com. "It was a full day of reporting – I started on the field taking photos for our website and Instagram page. When I got to the press box, it was an amazing experience; I sat down with my laptop and began writing the article on Dodgers/Giants Opening Day at Dodger Stadium."

Since he moved into the FoxSoccer.com/ FoxDeportes.com position a year ago, Campos has been in charge of pulling together traffic reports for both sites, analyzing trends/writers/videos, creating promotional banners for the sites, budgeting, managing several projects, and helping with the re-launch of FoxDeportes.com.

With his bilingual skills, he writes content in English and Spanish to meet the needs of each project. His work was honored last year with an "X Award" in the Project Management category for the FoxDeportes.com re-launch.

"Working in the digital realm is great; it is fast paced and there is always something new and interesting that comes my way," he said. "My boss is always challenging me and keeps me on my toes. I've been here for 16 months and I love it."

Campos' newly developed writing career has a background in business. After graduating from El Camino College in 2005, he transferred to the USC Marshall School of Business and graduated with a marketing degree in 2008. While attending USC, he enrolled in the class "Business of Sports," taught by Professor David Carter, who became his mentor.

"In this class, I looked at sports from the inside and not from the fan perspective," Campos said. "Since I wanted a career in sports, this was the way to go."

When the class ended, Professor Carter asked Campos to join him and six graduate students in prepping the outline for one his books, "Money Games: Profiting from the Convergence of Sports and Entertainment." Campos was a part of the project until he graduated in 2008. The book published in 2010 and his name was listed on the acknowledgment page.

After graduation, Carter guided Campos toward a job at Fox Sports in the regional TV sales department. In this position, Campos completed a variety of tasks, including inputting sales orders, creating sales plans, and creating delivery presentations to client/buyers. After three years, Campos was looking for a new challenge when he realized that he is a "numbers person" and wanted to go into research.

He soon found his way to his current position – his move to interactive media was definitely the right choice.

“I am learning many new skills and working in different project areas,” he said. “The best part is attending sporting events where I write stories and send pictures for use on our websites, blogs, Facebook pages, and Instagram. I’m happy to be able to learn new things and to help my project teams.”

While attending El Camino College, Campos was a member of the First Year Experience (FYE), a program that helps first-time college students navigate the higher education system. Counseling, small-group learning communities, field trips and other support services are part of the program. He was awarded a business scholarship from ECC, which helped cover education expenses. And in 2011 he was inducted into the SSTARS Hall of Fame, an honor that recognizes his academic and career success.

“My time at El Camino College set me on course,” Campos said. “It all began with the FYE program. I found the help to make a fluid transition fluid from high school to college. The ability to plan out my coursework at El Camino College was so beneficial because I am the type of person that likes to plan out itineraries so I do not get off track. Also, the professors at El Camino College were great! They took the time meet with me whenever I needed the help with a task. Having goals, working hard, and never giving up are what make us successful.”

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