

# JOE PIETARO

## Sports Journalist | Editor | Broadcaster | Multimedia Content Creator

West Islip, New York | 631-948-5381 | joe@musclesportmag.com | www.joepietaro.com

### PROFESSIONAL SUMMARY

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Veteran sports journalist, editor, publisher, broadcaster, and multimedia content creator with more than 20 years of experience producing content across print magazines, newspapers, digital media, AM/FM radio, satellite radio, podcasts, streaming television, video platforms, and social media. Founder and Editor of MuscleSport Magazine, an independent sports, fitness, health, and lifestyle media brand established in 2008. Former Editor-in-Chief of New York SportsScene Magazine with extensive experience covering New York professional and collegiate sports. Skilled in feature writing, news writing, interviewing, editorial leadership, content strategy, radio hosting, podcasting, and on-camera presentation.

### CAREER HIGHLIGHTS

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- Founded and continue to lead MuscleSport Magazine, an independent multimedia publication established in 2008.
- Served as Editor-in-Chief of New York SportsScene Magazine, directing coverage of New York professional and collegiate sports for more than six years.
- Published hundreds of feature stories, interviews, columns, profiles, news articles, and opinion pieces across sports, fitness, health, and lifestyle media.
- Produced and hosted radio, podcast, television, streaming, and digital media programs for more than two decades.
- Interviewed athletes, coaches, executives, media personalities, and industry leaders throughout professional sports and fitness.
- Published work has appeared in more than 20 print, digital, broadcast, and multimedia outlets.

### SELECTED SPORTS & EDITORIAL EXPERIENCE

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#### EDITOR-IN-CHIEF | New York SportsScene Magazine | February 2006 - 2012

- Directed editorial coverage of New York professional and collegiate sports.
- Managed writers, assignments, publication planning, editing, and contributor relations.
- Produced feature stories, interviews, commentary, and event coverage.
- Covered New York-area sports, including the Giants, Jets, Yankees, Mets, Rangers, Islanders, Knicks, and local athletics.
- Oversaw content development while maintaining editorial standards and production deadlines.

#### CO-EDITOR | FanSided / Empire Writes Back (New York Giants) | October 2014 - February 2016

- Produced and edited content covering the New York Giants, NFL news, player performance, roster moves, coaching decisions, and league developments.
- Developed feature stories, opinion pieces, analysis, and news-driven content for a dedicated Giants audience.

#### GIANTS WRITER | Rant Sports | October 2014 - March 2016

- Covered the New York Giants through news coverage, commentary, analysis, and feature writing.
- Produced deadline-driven digital content focused on team developments and emerging storylines.

#### STAFF COLUMNIST | LongIslandExchange.com | January 2005 - November 2013

- Produced sports columns, feature stories, interviews, and commentary covering professional and local sports.

### FOUNDING EDITOR & PUBLISHER

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#### MuscleSport Magazine | May 2008 - Present

Founded and oversee all editorial, publishing, and content operations for an independent multimedia publication covering sports, athlete performance, fitness, health, and lifestyle content.

- Write and edit feature stories, interviews, columns, profiles, and news content.
- Cover sports, athlete performance, fitness, health, lifestyle, combat sports, and athlete-driven topics.
- Conduct interviews with athletes, coaches, executives, media personalities, and industry leaders.
- Produce and host radio, podcast, video, and livestream programming.
- Manage editorial calendars, contributor assignments, publication schedules, and digital content strategy.
- Develop advertising partnerships and sponsorship opportunities across multiple media platforms.

## ADDITIONAL EDITORIAL & WRITING EXPERIENCE

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- Editor-in-Chief, Fitness RX For Men Online (January 2013 - September 2014)
- Contributing Editor, Fitness RX For Men Magazine (January 2010 - September 2014)
- Staff Writer, Ultimate Athlete Magazine (July 2008 - January 2020)
- Writer, FLEX Magazine (November 2011 - January 2013)
- Contributing Writer, BroBible (September 2014 - April 2016)
- Contributing Editor, Muscular Development Magazine (January 2013 - September 2014)
- Feature Writer, Muscle & Strength (September 2014 - January 2020)
- Contributing Writer, Muscle Evolution Magazine (December 2014 - January 2020)
- Writer, Muscle & Fitness Magazine (November 2011 - January 2013)
- Contributing Writer, Sports, Nutrition and Supplement Guide (July 2014 - January 2016)

## BROADCAST & MULTIMEDIA EXPERIENCE

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- WGBB Radio (AM 1240 / 95.9 FM), Host, MuscleSport Media Live (August 2023 - Present)
- MuscleSport Radio, Host (2008 - Present)
- Xtreme Radio, Co-Host (2013 - September 2014)
- MuscleSport TV, YouTube (2008 - Present), Roku (2022 - Present)
- Sirius Satellite Radio, Sports Reporter (2008 - 2009)
- SportScene Radio, Co-Host (2007 - 2009)
- Jets Confidential Radio, Contributor (2013 - 2014)
- Gear TV, Co-Host (2014)

## PRINT MAGAZINES, NEWSPAPERS & DIGITAL PUBLICATIONS

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Published work has appeared in national and regional magazines, newspapers, websites, and multimedia outlets.

### PRINT MAGAZINES & NEWSPAPERS

- FLEX Magazine
- Muscle & Fitness
- Muscular Development
- Fitness RX For Men
- Fitness & Physique Magazine
- Ultimate Athlete Magazine
- New York SportsScene Magazine
- Gotham Baseball Magazine
- Inside Pitch Magazine
- Long Island Pulse
- New Jersey Daily Record
- The Canarsie Courier
- The Montauk Sun

### DIGITAL PUBLICATIONS

- MuscleSportMag.com
- MuscularDevelopment.com
- Muscle & Strength
- LongIslandExchange.com
- LongIsland.com
- BroBible
- FanSided / Empire Writes Back
- Rant Sports
- NY Sports Day
- Washington Husky Digest
- Sports, Nutrition and Supplement Guide

## CORE COMPETENCIES

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Sports Journalism | Feature Writing | News Writing | Editorial Leadership | Content Strategy | Interviewing | Podcast Hosting | Radio Broadcasting | On-Air Talent | Video Hosting | Digital Publishing | SEO Writing | Copy Editing | Social Media Content Creation | Audience Development | Multimedia Storytelling | Brand Development

## PORTFOLIO & PROFESSIONAL LINKS

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[www.joepietaro.com](http://www.joepietaro.com) - Archive of published sports, fitness, and feature articles spanning more than two decades.

[www.musclesportmag.com](http://www.musclesportmag.com)

Additional writing samples and broadcast work available upon request.