

Experience

MANAGER, BRAND & CREATIVE | NATIONAL LACROSSE LEAGUE

July 2020 - Current | Remote

- Leads and executes the development of the brand and creative vision at the league level
- Collaborates with various points of contact to execute multiple forms of content for B2B and B2C
- Oversees social media strategy, planning, and execution across all league channels

DIGITAL MEDIA COORDINATOR | PHILADELPHIA 76ERS

August 2017 - July 2020 | Camden, NJ

- Assisted in the creation of digital material for 76ers social media, including graphics and animations
- Created strategic and innovative ideas for brand growth in collaboration with various departments
- Executed day-to-day social media plans for 76ers and 76ers Gaming Club outlets

VIDEO PRODUCTION ASSISTANT | MYRTLE BEACH PELICANS

February 2017 - August 2017 | Myrtle Beach, SC

- Created digital and video elements for marketing and in-game run-of-show
- Oversaw all in-house and social media content in real time during game days
- Carried out various production room positions throughout the season

Education

THE PENNSYLVANIA STATE UNIVERSITY | May 2016

BACHELOR OF ARTS | COMMUNICATIONS

Minor in Business

Skills

Brand Management, Project Management, Graphic Design, Video Production, Animation

Programs: Adobe Creative Suite, Emplifi, Asana, Hubspot, Microsoft Suite, Slack, Discord

CONTACT INFORMATION

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