**EDUCATION**

**Edgewood College,** Madison, WI Graduation Date: May 2023

Bachelor of Arts

Major: Communication Studies: Digital Marketing

Magna Cum Laude

**RELATED WORK EXPERIENCE**

**Edgewood College Baseball**, Madison, WI 2023- Present

Director of Social Media and Brand Awareness

* Develop social media plan and calendar
* Coordinate efforts with other members of the program
* Organize creative thinking sessions with focus groups
* Oversee team’s social media accounts across Twitter (X), Instagram, Facebook, TikTok
* Communicate regularly with team personnel for content material
* Create and develop graphics and videos to be used on various platforms
* Cross-promote athletics and school functioned activities to build engagement
* Conduct interviews to use for various games and events throughout the season
* Advertise and promote team values and standards through social media
* Cross-promote team partnerships
* Discover and share personal stories
* Serve as play-by-play and color analyst for game broadcasts
* Organize and execute team media day
* Liaison for third-party media requests
* Record statistics during games

**Edgewood College Athletics Communications Department**, Madison, WI 2020-Present

Social Media Intern/Student Assistant/Freelance work with Barge Athletic & Communications Services, LLC.

* Coordinate social media accounts during games
* Organize weekly schedules for social media posts
* Arrange interviews with student-athletes
* Design picture graphics for gamedays and other special events

Record and edit videos to be used for multiple occasions

**Silver Sluggers Baseball Academy**, Middleton, WI (Remote) 2024-2025

Freelance work with Barge Athletic & Communications Services, LLC.

* Coordinated social media plan
* Oversaw organization’s social media accounts across Twitter (X), Instagram, Facebook
* Developed graphics and videos for various promotions

**Edgewood College Baseball**, Madison, WI 2018- 2023

Team Manager

* Prepare game-day charts
* Assist in recording team statistics and video
* Assist coaching staff with practice drills
* Liaison to umpires on game days
* Assist Sports Information Staff when needed

**Lakeshore Chinooks**, Mequon, WI Summer 2022

Social Media/Photography Intern

* Conducted social media posts for various platforms during games
* Arranged live video interviews
* Assisted with photography as needed
* Organized photo albums on team’s website and social platforms

**Special Olympics Wisconsin Inc.,** Madison, WI 2020- 2021

* Development/Public Relations Intern
* Coordinated virtual events
* Assist with writing and sending emails on fundraising events to athletes and community partners
* Helped with research for sponsors and events
* Designed graphics for social media posts and nametags

**Madison Mallards,** Madison, WI 2014- 2019

Customer Service and Relations

* Prepared ballpark to ensure a smooth and efficient gate opening
* Assisted interns and supervisors with on-field promotions and theme nights
* Received tickets at the gate
* Greeted and directed incoming fans to their destinations
* Answered fan questions and provided general customer service throughout the game

**James Madison Memorial High School,** Madison, WI 2015

Assistant Baseball Coach

* Recorded statistics
* Coordinated practice drills
* Mentored ballplayers at the high school level

**VOLUNTEER OPPORTUNITIES**

**University of Wisconsin Women’s Hockey**,Madison, WI (2021- 2023)

**Madison College Baseball**, Madison, WI **(**2016 – 2018)

**Habitat for Humanity**, Madison, WI **(**2014)

**Peer Partners**, Madison, WI **(**2010 – 2014)

**National Organization for Disorders of the Corpus Callosum**

**RELATED SKILLS**

Canva, Capcut, various social media platforms, Microsoft office suite, stat programs, Box Out Sports