

PROFESSIONAL SUMMARY

Content developer and social media coordinator with five years of experience creating compelling storylines and overseeing social media covering major sports teams, including the Denver Nuggets. Highly driven with a vast background ranging from communications to partnerships to brand experiences and more, with the willingness and ability to work a flexible schedule to accommodate the life of sports and events. Dedicated to continued education and development to maintain cutting-edge knowledge of industry trends and best practices. Excellent communication skills; bilingual fluency in English and Spanish.

AREAS OF EXPERTISE

Sports Digital Marketing	Content Creation and Publishing	SEO Best Practices
Site Management	Researching, Writing, and Editing	Social Media Planning
Event Production	Communications	Influencer Marketing

Computer Profile: Social media platforms (Twitter, Facebook, Instagram, TikTok, Snapchat, YouTube), WordPress, MailChimp, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

EMPLOYMENT HISTORY

Street Team: Colorado Rapids – Denver, CO **03/2022 – Present**

Assist with game day activities including greeting clients, fan promotions, and activations

- Work closely with the Rapids' Community Relations team to implement grass roots events in the community
- Assist with social media & communications duties for Colorado Rapids2 home games
- Manage activations for partners and sponsors on game days
- Write copy for game presentation department to be read during matches
- Assist in all club events such as Season Kickoff Party, Media Cup, and A Burgundy Affair
- Revamp entire Street Team role in cooperation with Community Relations for 2022 season

Contributor: FanSided – Denver, CO **10/2022 – Present**

- Create articles to be posted to FanSided's 'The Top Flight'
- Generate 50 articles covering: lineup predictions, player features, match analysis and more
- Collaborate with larger team to ideate for upcoming articles to be posted
- Write short-form, long-form and evergreen content to generate long-lasting engagement on website
- Work with WordPress tools to improve SEO, assuring more people visit 'The Top Flight'

Communications Associate: Council for Responsible Sport – Denver, CO **05/2022 – 10/2022**

Play a pivotal role in the creation and implementation of communications that educate sporting event organizers on how to improve the positive impacts of events.

- Write and edit copy
- Collaborate with assigned contacts to create compelling stories about clients' social and environmental responsibility programs
- Create content to be consumed on social media using the Council's stylebook and brand guidelines using Canva (planning, copywriting, editing and publishing)
- Create email marketing campaigns for distinct segments of our market using Mailchimp

Content Contributor and Betting Analyst: Denver Sports Betting—Denver, CO **04/2020 – 03/2022**

Develop and publish content related to the Denver Nuggets, including feature stories, team analysis, and video content.

- Create feature stories up to 2,000 words on topics such as sports betting legalization and the impact of COVID lockdowns on the Nuggets.
- Record and publish video content to support written articles.
- Manage content planning and posting on Instagram and Twitter.
- Provide live, on-air analysis of sports betting on Mile High Sports Radio.

- Analyze trends and develop betting previews prior to games to provide consumers with the best betting guidance.

Event Trainee: Octagon—Stamford, CT

06/2021 - 11/2021

Planned and managed the execution of BMW's Ultimate Driving Experience, an experiential marketing program with events across 23 US markets.

- Oversaw day-to-day logistics for large-scale event production for 1,400+ attendees per location, including setup, scheduling, and teardown.
- Tracked market analytics and developed reports for each location with demographics and consumer feedback.
- Ensured alignment with client KPIs related to quality, event aesthetics, and consumer experience.

Sports Writing Intern: The18—Boulder, CO

07/2019 - 09/2019

Researched, wrote, edited, and published soccer content for The18.com media sites. Pieces included player analysis, league predictions, and comedic writing.

- Created a weekly newsletter for email subscribers with information on streaming, league happenings, and sports trivia.
- Contributed to strategic planning and idea generation for evergreen video and written content.
- Planned and managed Facebook posting schedules with three daily articles.

Partnership Marketing Internship: Kroenke Sports and Entertainment—Denver, CO

06/2017 - 08/2017

Monitored partnership/sponsorship contracts for all Kroenke teams (Denver Nuggets, Colorado Avalanche, Colorado Rapids).

- Researched and authored player biographies for Nuggets and Avalanche draftees.
- Collaborated with account managers to create and present client recaps.
- Ensured contract fulfillment for Rapids by attending games and tracking advertising obligations.
- Prepared recommendations on promotions opportunities to increase sponsorship revenue.

EDUCATION AND CERTIFICATIONS

Bachelor of Arts in Business Administration, Minor in Spanish: University of Oregon

NIL (Name, Image, and Likeness) Course: Front Office Sports

SafeSport Trained: U.S. Center for SafeSport