

Sports communications professional and soldier of other duties as assigned...

PROFESSIONAL EXPERIENCE

DIRECTOR OF COMMUNICATIONS

MISSOURI MAVERICKS PRO HOCKEY TEAM - ECHL (Kansas City, MO | 2015-2016)

- Produced and policed graphic branding and messaging of the Missouri Mavericks across all digital, print and large-scale team assets as in-house creative design lead and copywriter.
- Strategized and executed all team and sponsored content for social media platforms, missourimavericks.com, mobile app and marketing e-mails.
- Served as the primary liaison between the media and Missouri Mavericks management, coaching staff and players for all games, interviews, and community/sponsored appearances.
- Led production of all Mavericks game-day statistics, game notes, media guides, and e-blasts for seventy-six regular season games and playoffs.

PUBLIC RELATIONS & COMMUNICATIONS MANAGER

MISSOURI MAVERICKS PRO HOCKEY TEAM - ECHL (Kansas City, MO | 2013-2015)

- Coordinated all large-scale team events, interviews, appearances and press conferences.
- Managed game day staff including: interns, off-ice officials, photographers, and broadcasters.
- Created all campaign content for team digital assets including: missourimavericks.com, mobile app, and social media platforms.

NATURALIST GUIDE

VOYAGEUR WILDERNESS PROGRAMME (Quetico Provincial Park, Ontario, CA | 2013-2016)

- Guided groups of nine or more individuals through Quetico Provincial Park (Ontario, CA) for varying trip lengths and levels of difficulty while providing wilderness education and instruction.

EDUCATION

JOURNALISM & MASS COMMUNICATION / SPANISH

UNIVERSITY OF IOWA (Iowa City, IA | 2008-2012)

APPLICABLE SKILLS & SPECIALTIES

- Excellent verbal and written communication skills for print, web and broadcast audiences.
- Detail oriented with proven success working in high-pressure team environments.
- Proficiency with graphic design programs, editing softwares, and social media management tools including: Adobe Creative Suite, Final Cut Pro, Garage Band, Microsoft Office Suite, HootSuite and Tweetdeck.
- Working knowledge of HTML/CSS.

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