



CONTENT

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EDUCATION

BS Sport Industry

Ohio State University | May 2022

- Business Minor
- Cum Laude

SKILLS

- Social Media Platforms
- Social Media Marketing
- Microsoft Suite
- Adobe CC
 - Premiere Pro
 - After Effects
 - Photoshop
 - Lightroom
- Social Community Management
- Video Production
- DSLR + Mirrorless Camera
- Data Analytics + Account Insights

ARIELLE GREENBERG

Digital Content Creator

RELEVANT EXPERIENCE

Indianapolis Colts

Events Intern | May 2022 - February 2023

- Published content on Colts Events (@coltsevents) social media platforms that included Instagram, Twitter, and Facebook.
 - Increased @coltsevents following by 23% and account engagement by 30%
 - Identified potential social trends and brainstormed ways to act on them early.
- Covered various Colts' events in real-time on Instagram Story and Twitter.
- Photographed non-gameday events such as Colts at Bat, Colts Training Camp, and our Away Game Watch Parties.
- Captured vertical video and produced event recaps and promotional reels.
- Communicated with our fan base while maintaining a consistent brand voice.
- Established and maintained a social calendar to ensure that every department's requests were being met.
- Aided in community management, which included Instagram and Facebook messages, Twitter mentions, and comments on all platforms.
- Assisted in the development of training camp/gameday Interns.

Ohio State University Athletic Department

Marketing Intern - Softball Lead | Oct 2021 - May 2022

- Supported the successful execution of media day events by acting as a liaison between the players and the production team.
- Collaborated with other marketing interns at games to ensure adherence to the game script.
- Produced the in-game 'show' for 30+ games.
 - Created scripts using Shoflo
 - Facilitated interdepartmental communication
 - Operated music and sound using Click Effects Audio Pro

Sugar Land Space Cowboys

Summer Associate - Social Media | May 2021 - Aug 2021

- Launched the Space Cowboys' official TikTok account.
 - Curated content that resulted in roughly 10,000 new followers.
 - Expanded the account's reach and engagement increasing monthly engagement by 93%.
- Tracked and analyzed daily, weekly, and monthly consumer engagement analytics and provided concise reports to my supervisor(s).
- Brainstormed ways to improve overall social media accounts and interaction through Influencer and trend research.
- Collaborated with marketing and associate team to ensure a consistent brand message.
- Captured vertical video at all games of the gameday experience.
- Monitored TikTok presence and engaged with fans.
- Demonstrated awareness of trends, viral moments, and pop culture
- Identified industry trends and innovative ways in which baseball could be incorporated to engage new audiences.