

Riley McMurray

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EXPERIENCE

Social Content Specialist Feb. 2024 - Present

LEARFIELD / Red Raider Sports Properties - Lubbock, TX

- Manages and creates sponsored video content for Texas Tech Athletics social media platforms
- Aids property and athletics department in developing unique content ideas and effective distribution strategies
- Gathers and interprets social media data to guide content strategy

Live Social Contributor Sept. 2023 - Jan. 2024

National Hockey League - Columbus, OH

- Captured and edited high quality photo and video content to be distributed to social platforms during live games
- Coordinated with NHL teams to fulfill content requests

Digital Media Student Assistant July 2022 - Jan. 2024

Ohio State Athletics - Columbus, OH

- Covered sporting events as a photographer and videographer
- Assisted in managing department social media accounts
- Collaborated with colleagues to create innovative content for social media channels
- Received Scarlet Hashtag Award for Top Creative Production in 2023

Student Manager for Men's Ice Hockey Sept. 2022 - Jan. 2023

Ohio State Athletics - Columbus, OH

- Launched official team TikTok account and accumulated over 100k likes and 1M views
- Served as sole manager for the team's TikTok and assisted in managing the team's Instagram account

Student Manager for Women's Lacrosse Aug. 2021 - Sept. 2022

Ohio State Athletics - Columbus, OH

- Managed administrative office duties such as data entry, camp preparations, and travel planning
- Assisted with practice drills, field set-up and clean-up, and camera operation, and clock operation

MLB On Deck Ticket Sales Training Program June - July 2022

Major League Baseball - New York, NY

- Developed skills in sports marketing through professional training
- Developed plans for a promotional theme night through collaboration with MLB staff

EDUCATION

Bachelor of Science in Education, Sport Industry

The Ohio State University
2020 - 2023

- Summa Cum Laude
- Media & Society Minor

SKILLS

Adobe Suites

Photoshop

Lightroom

Premiere Pro

InDesign

After Effects

Photography

Videography

Social Media Management

Project Management

Corporate Partnerships

Client Services

Content Creation

Photo Editing

Video Editing

Communications

Sports Operations