

CARLEY PAPPAS

SPORTS GRAPHIC DESIGN VIDEOGRAPHY PHOTOGRAPHY MARKETING STRATEGY

CarleyPappas.com

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The Numbers

Over 6 Years of Experience in Sports

+21k Followers and 35 Mil Impressions in 8 Months Across Team Platforms

Covered the NHL Awards, NHL Draft, & March Madness in Creative Roles

Skills

Graphic Design

Content Creation

Sports Photography

Videography

Copywriting

Social Media Management

Adobe Creative Suite

SIDEARM Sports

Hockey Operations & Media Knowledge

Leadership

Outgoing & Empathetic

Hootsuite & Hey Orca

Education

Trade School Diploma

Iowa Western Community College
2014

**National Honor Society, Presidential Scholar,
Dean's List, American Red Cross Scholar, Class
Historian**

LinkedIn Certificates

Graphic Design Foundations: Layout &
Composition - 5/2024

Essential Skills for Social Media Managers -
5/2024

Producing Podcasts - 6/2024

SafeSport Certified

USA Hockey - U.S. Center for SafeSport
Expires 7/10/2025

Mentorship

Mentor Collective Trained Mentor
Since 10/2022

MWESE Mentor
2023-2024

References

Jordan Sarnoff (201) 414-4102

Assistant Athletic Director, Communications,
University of Nebraska at Omaha

Ben Gislason (612) 720-3575

Director, Broadcasting & Team Services,
Iowa Wild (AHL)

Lori Gerloff (402) 202-4223

President, Lincoln Stars (USHL)

Cristiano Simonetta (603) 401-5992

Director, Broadcasting & Communications,
Savannah Ghost Pirates (ECHL)

RELEVANT EXPERIENCE ▼

CARLEY PAPPAS

RELEVANT EXPERIENCE

University of Nebraska at Omaha

Assistant Athletic Director of Marketing & Promotions August 2024 - Present

- Create a marketing strategy for all 16 Division I sports
- Create social media, email, video board, and print graphics
- Manage social media and write copy
- Take, edit, and post photos
- Shoot, edit, and post videos (hype videos, social videos, stories, etc.)
- Generate engaging marketing and content ideas
- Oversee and teach a creative team of 8 full-time employees and interns
- Collect and analyze social media performance to guide marketing strategy
- Travel with hockey and other sports to provide coverage - photos, social, video
- Schedule, plan, and execute theme nights, giveaways, and smaller events
- Schedule, plan, and execute all team production days
- Oversee a six-figure marketing budget
- Buy and fulfill all paid media
- Problem solve quickly and efficiently

Lincoln Stars (USHL)

Dir. of Creative Media & Marketing

August 2021 - August 2024

- Created engaging photo and video content for all social media platforms
- Created and implemented a style guide while making all social, marketing, sponsorship, and video board graphics
- Managed all team social media accounts including copywriting and posting
- Live tweeted games
- Wrote game scripts and produced home games
- Created press releases and posted them to our SideArm website
- Updated our website and app
- Planned and executed photo and video shoots, interviews, and community events
- Trained and oversaw game production and media interns
- Created a game day experience through social media

2023 NHL Awards and NHL Draft (USHL)

Content Creator & Graphic Designer

June 2023

- Created a social media strategy showcasing USHL alumni at the Awards and Draft
- Created and posted fun and engaging content
- Created graphics for all USHL prospects drafted
- Edited videos for social media

Des Moines Buccaneers (USHL)

Graphic Design & Social Media Coordinator

April 2019 - June 2021

- Grew Team Instagram by 54% in one year
- Managed all team social media accounts
- Created photo and video content for all platforms
- Created all social, marketing, and sponsorship graphics
- Developed and implemented a successful social strategy with growth and fan engagement KPIs
- In-game live tweeting including clipping goals and editing highlights