

CARLEY PAPPAS

CONTENT CREATION GRAPHIC DESIGN PHOTOGRAPHY SOCIAL MEDIA STRATEGY

CarleyPappas.com

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Education

Trade School Degree
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

The Numbers

+23k Followers and 35 Million Impressions in 8 Months Across Omaha Team Platforms

Covered the NHL Awards, NHL Draft, March Madness, and Men's College World Series in Creative Roles

Skills

Graphic Design
Content Creation
Sports Photography
Videography
Copywriting
Social Media Management
Adobe Creative Suite
Website CMS
Hockey Operations
Communications
Marketing and Fan Promotions
Hootsuite, Hey Orca & Meta Business Suite
Microsoft Office Suite

References

Jordan Sarnoff (201) 414-4102
Assistant Athletic Director, Communications, University of Nebraska at Omaha

Molly Sheppard (402) 620-5628
Owner and Photographer, Molly Sheppard Photography

Gabe Herman (612) 244-1442
Director, Communications, Atlantic Hockey America Conference (AHA)

Ami Brown (408) 313-4117
Co-founder, The Aubri Brown Club

CARLEY PAPPAS

RELEVANT EXPERIENCE

University of Nebraska at Omaha

Assistant Athletic Director of Marketing & Promotions August 2024 - Present

- Craft a marketing strategy for all 16 Division I sports
- Create social media, email, videoboard and print graphics
- Manage 45 social media accounts
- Serve as chief photographer (shoot, edit and publish)
- 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
- Analyze social media performance to guide department revenue strategy
- Travel with sport programs to provide coverage (photos, social, video, etc.)
- Execute promotional events (theme nights, giveaways and other functions)
- Plan and execute all team production and media days
- Oversee a \$200,000 marketing budget
- Buy and activate all paid media

Lincoln Stars (USHL)

Dir. of Creative Media & Marketing

August 2021 - August 2024

- Produced engaging photo and video content for all social media platforms
- Developed and implemented a comprehensive style guide for social, marketing, sponsorship and videoboard graphics
- Managed all team social media accounts, including write copy and schedule posts
- Live tweeted games to boost real-time fan engagement
- Wrote game scripts and produced home games
- Composed and published press releases on the SideArm website
- Maintained and updated website and mobile app content
- Planned and directed photo/video shoots, interviews, and community events
- Trained and supervised game production and media interns
- Delivered a dynamic game day experience through social media engagement

2023 NHL Awards and NHL Draft (USHL)

Content Creator & Graphic Designer

June 2023

- Developed a social media strategy showcasing USHL alumni at the Awards and Draft
- Produced and shared fun and engaging content
- Designed graphics for all USHL prospects drafted
- Edited videos for social media

Des Moines Buccaneers (USHL)

Graphic Design & Social Media Coordinator

April 2019 - June 2021

- Managed all team social media accounts
- Grew Team Instagram by 54% in one year
- 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
- Live tweeted games including clip goals and edit highlights