

Ellie Whittington

(336) 972-2006 | ellie.whittington10@gmail.com | theellietimes.com

PROFESSIONAL SUMMARY

Emmy Award-winning marketing and brand strategist with a proven track record of building and elevating digital presence for global sports organizations, professional teams, and corporate sponsors. Expert in developing integrated marketing campaigns, strengthening brand identity, and driving measurable audience growth across digital platforms. Recognized for creativity, leadership, and the ability to execute impactful activations in high intensity environments. Passionate about crafting authentic brand stories that connect with audiences and deliver lasting value.

EXPERIENCE

Freelance Sports Professional

June 2024 – present

The Ellie Times LLC, self-employed | Various On-Site Locations

NBC Sports

Social Manager

- Led social media coverage across NBC Sports digital platforms, supporting live event storytelling and engagement on-site during major broadcasts including the 2024 Paris Olympics

NASCAR Daytona 500 + Chicago Street Race | The CW Network

Project Manager and Content Creator

- Oversaw on-site content production and creation for brand sponsors during major NASCAR events to drive fan engagement and brand visibility

MLB Speedway Classic

Project Manager and Content Creator

- Directed social strategy and content execution for execution of cross-promotional event between MLB and NASCAR

Kyle Petty Charity Ride Across America

Social Media Manager and Content Creator

- Managed storytelling for national motorcycle charity event, driving sponsor engagement and exposure for partners including Coca-Cola and Harley-Davidson

Ford Racing | via Campbell Marketing

Senior Account Executive

- Led client communications and social media strategy for Ford Racing campaigns; coordinated brand storytelling initiatives and promotional activations

Tokyo 2020 Summer Olympic Games

Summer 2021

Beijing 2022 Winter Olympic Games

Winter 2022

Paris 2024 Summer Olympic Games

Summer 2024

2x Sports Emmy Award Winner

NBC Sports Social Media Associate Producer | Stamford, CT

- Served as a digital reporter and content producer on NBC's Olympic social channels, generating strong engagement throughout three Olympic Games
- Ideated and created videos, graphics and copy writing across NBC digital and social platforms throughout Olympic Games and Super Bowl LVI, leveraging performance analytics for real-time optimization
- Conducted athlete and broadcast talent interviews for digital-first storytelling
- Led *On Her Turf* coverage, increasing social engagement 7× from Tokyo 2020 to Paris 2024

Ellie Whittington

(336) 972-2006 | ellie.whittington10@gmail.com | theellietimes.com

LEGACY MOTOR CLUB | via Reine Digital Agency

March 2023 – May 2024

Brand Manager | Charlotte, NC

- Strategized best marketing and social media practices for sponsors including Wendy's, Dollar Tree, Allegiant Airlines, Advent Health and Olipop while collaborating with these clients on goals on a weekly basis
- Created strategic live content for NASCAR team at racetracks while also providing photography and videography multitasking on various platforms
- Headed campaigns such as "Noah Gragson for Mayor" campaign for the All-Star vote in which the driver won, also increasing the team's revenue
- Communicated with executives at NASCAR tracks for the strategic promotion and execution of a year-long celebration for Richard Petty's Family with the "Petty 75th" Program

Washington Nationals

April 2022 – March 2023

Manager of New Media | Washington, D.C.

- Managed live content creation and strategy on all social platforms for a Major League Baseball team while facilitating content during batting practices, pre-game and special events
- Worked with corporate sponsorship team to create social media posts for corporate clients
- Boosted the team social accounts by post featured on the TODAY Show and the New York Post

Duke University Athletics

September 2021 – April 2022

Assistant Director of Creative Services | Durham, NC

- Handled content creation and social media strategy across social media platforms for live sports while supervising creative meetings focused on basketball, women's soccer, men's golf and women's softball
- Hosted interviews for student-athlete feature stories, provided videography and photography on site at games alongside Blue Devil Network

Durham Bulls | Triple-A Affiliate of the Tampa Bay Ray

April – September 2021

Social Media Assistant | Durham, NC

- Developed and delivered content creation for social media channels while covering games
- Produced feature stories on players and local community members for digital platforms

New York Yankees

May – August 2017

Seasonal Sales Associate | New York, NY

- Engaged in comprehensive sales development program by contacting more than 1,000 previous buyers and generating revenue by interacting with fans and season ticket holders

Major League Baseball

September – December 2015

Social Media Intern | New York, NY

- Studied follower demographics on Twitter, Facebook, and Instagram for all MLB teams and used information to create annual reports for each team
- Assisted in creating and developing YouTube channels for the 30 MLB teams

ADDITIONAL EXPERTISE

Adjunct Professor of Sports Management | Catawba College

2022 – present

Keynote Speaker | Athletics Professional Workshop

October 2025

EDUCATION

North Carolina State University | Raleigh, NC

Master of Science: Parks, Recreation and Tourism Management

Graduate Certificate: Sport and Entertainment Venue Management

Elon University | Elon, NC

Bachelor of Arts: Journalism, Minor: Sport Management