

Ellie Whittington

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

EXPERIENCE

Duke University Athletics

September 2021-Present

Assistant Director of Social Media | Durham, NC

- Develop social media strategy for Duke Athletics social media accounts
- Provide live event coverage across all social platforms for multiple sports
- Communicate and coordinate graphic design, video and photo content creation through a creative series

NBC Sports 2020 Tokyo Olympics

Summer 2021

Social Media Production Assistant | Remote

- Ideated content for multiple NBC social media channels throughout the Olympic Games
- Edited and published videos for TikTok growing the account more than 1 million followers
- Cut highlights using knowledge of sports and posted based on performance analytics

Durham Bulls

April 2021-September 2021

Social Media Assistant | Durham, NC

- Create content for social media channels, especially Instagram and TikTok
- Produce feature stories on players and local community for digital platforms
- Schedule posts to create brand consistency and gain followers based on analytics

BOLT Athlete

August 2020-August 2021

Social Media Client Manager | Remote

- Coordinated communication between athletes and endorsements for brand engagement
- Ran social media accounts and wrote blog posts for professional athletes' platforms
- Analyzed social media and marketing trends to grow athletes' personal brand

New York Yankees

May-August 2017

Summer Sales Associate | New York, NY

- Engaged in comprehensive sales development program
- Contacted more than 1,000 previous buyers and generated revenue
- Generated touch points by interacting with fans and season ticket holders

Elon News Network & One-On-One Sports

September 2014-December 2017

Sports and Local News Reporter | Elon University

- Reported on local news stories for television, radio, and print publications
- Interviewed athletes, students, and coaches to cover sporting events and anchor weekly show
- Correspondent for President Obama's visit to North Carolina 2016 Presidential Race

Major League Baseball (mlb.com)

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
- Examined Facebook, Twitter, and Instagram accounts of MLB players to ensure legitimate accounts were verified for better fan engagement during the Postseason

EDUCATION

North Carolina State University, Raleigh, NC

January 2021

Master of Science: Parks, Recreation and Tourism Management

Graduate Certificate: Sport and Entertainment Venue Management

Graduate Assistant

August 2018-December 2020

Elon University, Elon, NC

December 2017

Bachelor of Arts: Journalism, Minor: Sport Management

Honors: *Cum laude*, Elon Engagement Scholarship Recipient, President's List, Dean's List

Study Abroad: Australia & New Zealand

January 2017

Study USA: Elon in NYC

Fall 2015

Mission Work: Honduras, Central America | Kenya, Africa

January 2016 | 2018