

# Ellie Whittington

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

## EXPERIENCE

### Washington Nationals

April 2022-present

*Manager of New Media* | Washington, D.C.

- Manage live content creation on all social platforms for a Major League Baseball team
- Work with corporate sponsorship to create social media posts for clients
- Provide on-field content during batting practice, pre-game and special events

### Duke University Athletics

September 2021-April 2022

*Assistant Director of Social Media/Creative Services* | Durham, NC

- Lead content creation and social media strategy across social media platforms while covering live events for multiple sports
- Coordinated graphic design, video and photo content through leading creative meetings
- Hosted interviews for student-athlete feature stories, provided videography and photography on site at games alongside Blue Devil Network
- Hired, managed, and trained interns/student-workers in the creative services department

### NBC Sports Tokyo and Beijing Olympic Games

Summer 2021 | Winter 2022

*Social Media Associate Producer* | **2021 Sports Emmy Winner** | Stamford, CT

- Ideated and created content for multiple NBC social media channels throughout the Olympic Games and Super Bowl LVI
- Conducted interviews with Olympic athletes and broadcast talent for social media content
- Edited and published graphics/videos for platforms based on performance analytics

### Durham Bulls | Triple-A Affiliate of the Tampa Bay Rays

April 2021-September 2021

*Social Media Assistant* | Durham, NC

- Created content for social media channels while covering games
- Produced feature stories on players and local community members for digital platforms
- Delivered content creation with the mascot, players, and fans

### 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/Teacher 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:** Film and Cinema in Australia & New Zealand

January 2017

**Study USA:** Elon in New York City/Marymount Manhattan College

Fall 2015

**Mission Work:** Honduras, Central America | Kenya, Africa

January 2016 | 2018