

Ellie Whittington

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EXPERIENCE

Reine Digital | LEGACY MOTOR CLUB

March 2023 - May 2024

Manager of Brand/Social Media | Charlotte, NC

- Created strategic live content for NASCAR team at racetracks while also providing photography and videography
- Strategized best social media practices for sponsors including Wendy's, Dollar Tree, Allegiant Airlines, Advent Health and Olipop and collaborated with these clients on goals on a weekly basis
- 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
- Arranged campaigns with NASCAR tracks for the strategic promotion of a year-long celebration for Richard Petty's Family with the "Petty 75th" Hat 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 posted featured on the TODAY Show and the New York Post

Duke University Athletics

September 2021-April 2022

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

- Led content creation and social media strategy across social media platforms for live sports while leading creative meetings
- Hosted interviews for student-athlete feature stories, provided videography and photography on site at games alongside Blue Devil Network

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

- 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

Summer Sales Associate | New York, NY

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

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

EDUCATION

North Carolina State University, Raleigh, NC

January 2021

Master of Science: Parks, Recreation and Tourism Management

Graduate Certificate: Sport and Entertainment Venue Management

Elon University, Elon, NC

May 2018

Bachelor of Arts: Journalism, Minor: Sport Management