

# Ellie Whittington

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

## EXPERIENCE

- Duke University Athletics** September 2021-present  
*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
  - Oversee graphic design, video and photo content creation through leading creative meetings
  - Host interviews for student-athlete feature stories, provide videography and photography on site at games alongside Blue Devil Network
  - Hire, manage and train interns/student-workers in the creative services department
- NBC Sports Tokyo and Beijing Olympic Games** Summer 2021 | Winter 2022  
*Social Media Production Assistant* | Stamford, CT
- Ideated content for multiple NBC social media channels throughout the Olympic Games and Super Bowl LVI
  - Conducted interviews with Olympic athletes and 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
- 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