

CARSON REIDER

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INDUSTRY EXPERIENCE



Holy Cross Athletics

Director of Social & Digital Marketing
June 2015 - PRESENT

Plan, produce, and publish content and monitor metrics to expand and sharpen content strategy
Develop, execute, and assess digital marketing strategy across online, email, and social
Advise social media strategy and ensure brand voice on platforms for all 27 varsity sports
Led research, creation, and implementation of brand story and identity evolution
Increased responsibility to lead video department, including live streams and on-demand content
Serve as a manager for select department special projects



Ohio Athletics

Media Relations Assistant
September 2013 - June 2015

Operated football and men's basketball social media accounts, including providing graphics
Proposed, developed, and implemented new media into social media strategy
Produced infographics for football and men's basketball



Ohio University Center for Sports Administration

Digital Media Graduate Assistant
April 2014 - May 2015

Generated content for www.sportsad.ohio.edu, which is promoted through email and social media
Designed creative for website, including splash pages and infographics, and other program events
Maintained and updated page design and copy for entire site

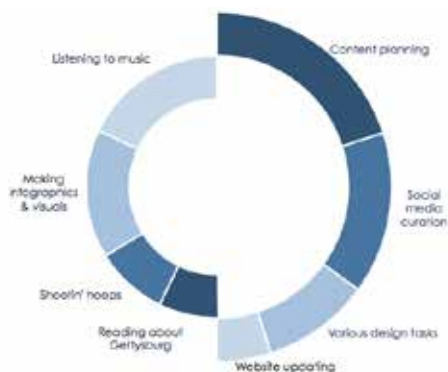


Columbus Blue Jackets

Digital Marketing Fellow
August 2012 - July 2013

Expanded CBJ Text Alerts SMS program utilizing Phizzle's mobile platform
Managed over 20 text campaigns totaling 16,000 text subscribers
Compiled content compellingly for nearly 70,000 active subscribers to Flag Bearer e-newsletter

HOBBIES & WORK



POINTS OF PRIDE



Overwhelming Joy

celebrating the accomplishments of student-athletes at the 2017 Crusader Awards



Patience & Persistence

teaching best practices and shepherding account managers to provide high-quality content



Holy Cross Athletics' Brand

being regarded as one of the most visually engaging brands in the FCS

EDUCATION



Ohio University

Master of Business Administration
Master of Sports Administration



The Ohio State University

Bachelor of Science in Business Administration;
Marketing & Logistics Specializations

PERSONAL PHILOSOPHY

Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind

STRENGTHS

Affable Understated Leadership
Collaboration Instinctive/Meticulous Balance

Content & Website Strategy
Project Management Social Media Analysis

NOTABLE NUMBERS

443,000%

growth in Facebook video views for Holy Cross Men's Basketball during 2015-16 postseason

51,500

views of Columbus Blue Jackets' Harlem Shake video that a colleague and I initiated

381% & 230%

respective Twitter impressions and Facebook engagement growth from @HCrossFB Coaches WWE Match video, which was featured on ESPN, Bleacher Report, Sporting News, Yahoo Sports, and others

77%

growth in cumulative Holy Cross Athletics' social media presence