

CARSON REIDER

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INDUSTRY EXPERIENCE



Holy Cross Athletics
Director of Social & Digital Marketing
June 2015 - PRESENT

Led creative team in development and implementation of 2017-18 brand story and creative
Increased responsibility to lead video department, including live streams and on-demand content
Advise content strategy and ensure brand voice on social media platforms for 27 sports



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

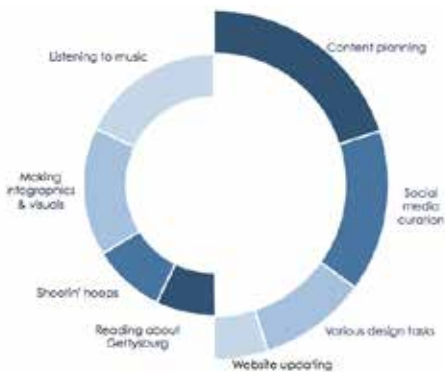
Generated content for www.sportsad.ohio.edu, which is promoted through email and social media
Designed creative for website, including splash pages and infographics, and other program events
Maintained and updated page design and copy for entire site



Columbus Blue Jackets
Digital Marketing Fellow
August 2012 - July 2013

Developed text campaign for 2013-14 season ticket presale that netted over \$50,000
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
Constructed promotional pages on BlueJackets.com

HOBBIES & WORK



POINTS OF PRIDE



Overwhelming Joy
celebrating the student-athletes
in the Holy Cross
Classes of 2015 and 2016



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