

# CHRISTINA CARRILLO



201.835.7343



Glen Rock, NJ



Christinacarrillo15@gmail.com



linkedin.com/in/christina-carrillo



http://christinacarrillo1.wixsite.com/home

## EDUCATION

### BACHELOR'S DEGREE

Business Administration  
{Sports Management Focus}  
Centenary University  
2011-2015

## EXPERTISE

Social Media  
Media Relations  
Sports Marketing  
DSLR/SLR Photography  
Social Networking  
Internet Research  
Team Leadership  
Sponsorship

## PROFESSIONAL EXPERIENCE

### SOCIAL MEDIA ASSOCIATE/ CONTENT CREATOR

*The Players' Impact / January 2021*

- Writing, creating, reviewing, editing, and updating content for Social Media Platforms, marketing materials, and similar platforms.
- Responsible for content calendar planning for all social media platforms.
- Utilizing analytical tools to understand and map strategies for TPI in a more effective manner.
- Using social media to engage consumers and promote company initiatives.
- Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.

### CLIENT RELATIONS MANAGER

*New Hampshire Fisher Cats / January- July 2019*

- Managed and tracked all marketing inventory for the Fisher Cats.
- Worked with the sales team to identify and concept ideas for existing and potential corporate partners.
- Assisted sales staff with all client fulfillment of signage, hospitality, radio, print, digital, experiential opportunities and game day promotional events (in-game & giveaways).
- Created and deliver proposals, marketing contracts, proofs-of-performance for the end of season portfolios.
- Photographed all client accounts for proofs-of-performance. Shot action photography, candid, and fan interaction for the Fisher Cats' Social Media accounts as well as for the MiLB which featured photos on Twitter, Instagram, and web articles.

### MEDIA RELATIONS ASSOCIATE

*Manchester Monarchs / January- May 2019*

- Assisted in game days tasks such as media credentialing, check-in, stat distribution and stat tracking.
- Distributed statistics and transcripts to the media, scouts and team staff before, during, and after games.
- Assisted with press box set-up for all game days and conducted post game interviews for social media, collected audio clips.
- Ran the Social Media Platforms, committed to engaging fans on Twitter & Instagram.

### PREMIUM SPACES FAN AMBASSADOR

*New York Jets / September- December 2018*

- Game day responsibilities in Premium Spaces areas, as well as sponsorship activation set up and breakdown.

# CHRISTINA CARRILLO

## TECHNICAL SKILLS

Adobe Photoshop CC  
Adobe InDesign CC  
Adobe Illustrator CC  
Provenue Ticketing  
WordPress  
Microsoft Office 360  
Google Analytics

## EXTRA

### BUSINESS MERIT AWARD

Centenary University  
Hackettstown, NJ  
*May 2013*

### SUPER BOWL 48 VOLUNTEER

NY/NJ Super Bowl Host  
Committee  
*February 2014*

### 2013 ALL-STAR FANFEST VOLUNTEER

Major League Baseball  
*July 2013*

### VOLUNTEER

United States Equestrian  
Federation  
*September - December 2011*

## PROFESSIONAL EXPERIENCE, CONTINUED

### SPONSORSHIP FULFILLMENT ASSISTANT

*Salem Red Sox / January- September 2018*

- Worked with corporate partners in both the sponsorship and ticket departments.
- In ticketing, I communicated with the clients regarding use of their season tickets and met with them and/or their clients at the games.
- In sponsorship, I ensured that the Sox fulfill all the assets in their agreement. On Game Days, I photographed the assets in the agreement, along with action photography of the game, players, candids and fan interactions.
- Prepared sponsorship sales presentations for prospective clients, utilizing my graphic design skills.

### ATHLETIC OPERATIONS & MARKETING INTERN

*Historic Dodgertown / August 2016- December 2016*

- Assisted with day-to-day athletic event & office operations at 80-acre Historic Dodgertown, Vero Beach FL. Assisted with operation & execution of the Youth Baseball Tournaments, and athletic events.
- Researched and compiled mailing/email blast lists of coaches, managers, athletic department personnel, etc for distributing sales collateral materials. Coordinated and executed direct mail marketing efforts.
- Assisted Media Relations with content and review of promotional/sales collateral materials as well as print and digital advertisements promoting Historic Dodgertown events and facilities.
- Shot photographs, and graphic design work for the Dodgertown website, social media accounts (Facebook, Twitter, Instagram, Snapchat), and print publications.

### MEDIA RELATIONS/ SPORT INFORMATION INTERN

*Centenary University / February 2013- May 2015*

- Facilitated the requests of Centenary officials and athletes as well as print and electronic media to ensure the best possible media coverage of Cyclone athletics.
- Photographed Cyclones athletic events with a focus on baseball.

### PHOTOGRAPHY INTERN

*New Jersey Jackals/ May 2014- September 2014*

- Photographed live game action for the NJ Jackals & for the Jackals' website, social media, and print publications.

### MEDIA RELATIONS INTERN

*Newark Bears / May 2013- September 2013*

- Photography of in-game action as well as taking head shots for the Can-American league team website.
- Ran social media accounts such as Twitter, Facebook and Instagram to engage with fans.
- Additional various Gameday Promotions tasks as needed.