

ARIANNA ALLEN | SOCIAL MEDIA EXPERT

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EDUCATION:

Bachelors in Journalism at the University of Florida
Associate of Arts Degree Broward College

2021- 2023
2019-2021

EXPERIENCE:

Houston Texans- *Social Media Coordinator* | April 2023 - Current

- Led our team to over a billion impressions in the 2023 and 2024 fiscal year across all platforms as well as a top 5 team in A1/K for the 2024 season.
- Assemble the weekly content calendar with partnership obligations, community events, player events, etc.
- Lead poster on game days, live posting on all platforms with in-game content and partnership content
- Create social roll out plans for organization and NFL initiatives
- Live coverage of events like the 2024 Pro Football Hall of Fame weekend, 2024 Uniform Rebrand, 2024 NFL Honors, 2023 & 2024 NFL Draft

FloridaGators.com | *University Athletic Association- Writing Intern* | August 2021 - April 2023

- Wrote over 18 Articles for the Florida Gators official website
- Created brand exposure for Florida Athletics with deadline side-bar pieces and feature stories

Inter Miami CF- *Digital Intern* | January 2022 - April 2023

- Produce pre-game, in-game, and post-game content of over 35 first-team games
- Brand growth with all Inter Miami CF social accounts, including the second team and academy across Twitter, Facebook, Instagram and Tik Tok
- Live clipping of the first-team and second-team games along with press conferences
- Content creation of over 35 TikToks for @InterMiamiCF on TikTok
- Capture partnership activations
- Write engaging copy for various social media posts from gamedays to partnership pushes

Inter Miami CF- *Communications Intern* | July 2021 - November 2021

- Producer 15 editorials for the official website including three Team of the Week announcements
- Track statistical research
- Media check-in match day support
- Transcribe press conferences

Broward County Athletic Association- *Intern* | October 2019 - August 2021

- In-game social media coverage of over 30 high schools and 60 middle schools
- Perform over 20 sideline interviews in football, basketball, volleyball, etc.
- A member of the Brian Piccolo Selection committee in 2020 and 2021

SKILLS: Deadline Writing, Copywriting, Hootsuite platform certification, Adobe Premiere Pro, Adobe Photoshop, Forge/Website Design (Wordpress), Rover experience, Fan XP, content calendar, scheduling content,

