

NICOLE LEIGHTY

ATHLETICS COMMUNICATIONS/SOCIAL MEDIA SPORTS

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EDUCATION

| Expected May 2020 | SPORT MANAGEMENT MASTER OF SCIENCE Frostburg State University | 2018 | MASS COMMUNICATION BACHELOR OF SCIENCE Frostburg State University |
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| | <ul style="list-style-type: none">Athletics Communications Graduate Assistant2019 NCAA Emerging Leaders Seminar Participant2019 NCAA/Women Leaders in College Sports Women's Leadership Symposium | | <ul style="list-style-type: none">Student Government Association Public Relations Committee ChairPresident's Leadership CircleVarsity Field Hockey Goalkeeper (4 years) |

SUMMARY

College athletics professional with three years of experience across all NCAA divisions. Specialized in media relations, graphic design and social media content. Passionate about telling athlete stories through multimedia outlets and finding new ways to grow professionally.

PROFESSIONAL EXPERIENCE

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| August 2018-Present | FROSTBURG STATE ATHLETICS COMMUNICATIONS OFFICE (Frostburg, Md.) Videoboard Production and Social Media Graduate Assistant <ul style="list-style-type: none">-Produce and direct all live stream and video board operations-Ability to type and call statistics for basketball and volleyball for StatCrew-Create social media posts and content for all 21 varsity sports across Twitter, Instagram, and Facebook-Live stream each home sporting event onto the video board including pregame, in game, and post-game graphics-Member of internal team to revitalize athletic booster club; creates the first newsletter from scratch in Constant Contact for approximately 1,000 donors-Create the first 30 second television commercial for the athletic department to air on MASN on Oct. 17 |
| June 2019-August 2019 | UNIVERSITY OF ALABAMA AT BIRMINGHAM ATHLETIC COMMUNICATIONS OFFICE (Birmingham, Ala.) Athletic Communications Intern <ul style="list-style-type: none">-Primary contact for baseball, men's soccer, and women's basketball-Responsible for reintroducing the men's soccer team via Instagram and Twitter after a staffing change-Produce candid content during the first week of fall football camp for Instagram and Twitter-Football photographer for the first week of fall football camp-Construct updates on baseball players in summer leagues across the country for fans to follow |
| May 2016-May 2018 | THE BOTTOM LINE INDEPENDENT STUDENT NEWS ORGANIZATION (Frostburg, Md.) Editor-in-Chief <ul style="list-style-type: none">-Manages about 15 staff writers and section editors-Assign weekly assignments to writers-Maintain proper relationship with university administration-Train new team members on Associated Press writing style-Design eight-page print addition of the weekly paper via Adobe InDesign |
| November 2016-May 2018 | FROSTBURG STATE ATHLETIC COMMUNICATIONS OFFICE (Frostburg, Md.) Student Broadcast Director <ul style="list-style-type: none">-Revitalized the online live stream for all home sporting events-Create three pre-game and in-game graphics for during broadcasts per sporting event-Undergraduate intern helping with writing game recaps-Led to the hiring of a team of three broadcasters and one production assistant |

VOLUNTEER EXPERIENCE

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| March 2019 | USCAA small college basketball national championship in Uniontown, Pa. <ul style="list-style-type: none">-Made calls for statistics for at least three games per day for a week-Type statistics for games as needed |
| May 2019 | Media relations volunteer for the NCAA College World Series Morgantown Regional <ul style="list-style-type: none">-Transcribe quotes from post game press conferences for West Virginia University to distribute to visiting schools and media-Escort players, coaches, and media members to the press conference room |
| January 2020 | Marketing and fan experience volunteer intern for the University of Maryland men's and women's basketball teams <ul style="list-style-type: none">-Execute promotional activities and contests during any stoppage of play-Accountable for finding three fan participants for two activities each game |