

Christopher Shepard

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Education

- » B.S Mass Communication, *Bemidji State University, Bemidji, Minn.* Dec 2021
- » B.A English, *Bemidji State University, Bemidji, Minn.* May 2020
Dean's list in 8 semesters. GPA - 3.67
- » Writing Emphasis May 2020

Experience

- » Marketing and Promotions Assistant - *New Hampshire Fisher Cats* Apr. - Sept. 2023
 - Created new media for the teams social media platforms to drive engagement and sponsorship.
 - Managed X, Facebook and Instagram content and responded to fan inquiries.
 - Designed and implemented creative content for in-stadium and advertising purposes.
 - Managed and designed experiences for game-day interns both in-game and front office work.
 - Led in-game execution of sponsorship slots and community outreach during all home games.
 - Assist Creative Services Team in creating flyers, Videoboard elements, Web graphics and mockups for corporate clients.
- » Video Production Intern - *Charleston RiverDogs* March - Sept. 2022
 - Brainstormed, wrote, directed and edited video content for the team's social media profiles.
 - Catered content strategy for social media promotions and in-game video content.
 - Worked as a member of the promotions team to develop a content calendar, in-game promotions, and video content to promote ticket sales and marketing efforts.
 - Produced multiple videos that are among the teams most viewed videos on socials, with multiple receiving over 40,000 views on social media platforms.
 - Utilized Adobe Premiere, After Effects and Photoshop to execute video and graphic based content for team purposes.
 - Operated DSLR video equipment to produce video content for social media.
 - Assisted in broadcast production by running cameras, operating 3play replay system and TriCaster board operation.
 - Communicated with production director during broadcast to improve and solve broadcast issues, including technical hardware issues.
 - Worked in many different facets of front office roles including community relations, ticketing, food and beverage, promotions and events.
- » Fan Experience and Social Media Intern - *Minneapolis City SC* April - Aug. 2021
 - Managed gameday Instagram and Facebook and assist with fan interaction and questions.
 - Worked with vendors and stadium operations to create a positive fan experience.
 - Devised and implemented improvements to operations in order to create successful campaigns.
 - Assisted with stadium operations to promote increased efficiency in stadium operations.