

Dylan Gannon – Digital Media Specialist

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EXPERIENCE

Kroenke Sports and Entertainment – Colorado Rapids Soccer Club ♦ Commerce City, CO
Social Media and Content Manager February 2015 – Present

- Oversee day-to-day posting and strategy of club's social media accounts.
- Produce visually compelling and engaging content across all team platforms.
- Strengthen team's fan base by interacting with fans all across the world.
- Drive revenue and grow engagement via paid social media campaigns.
- Have grown Twitter followers by over 200% since being hired in February 2015.
- Finished in the top 8 in MLS for average Twitter engagement in MLS during 2016, 2017 and 2018 seasons.
- Collaborate with sponsorship team in order to satisfy clients' digital needs.
- Produce and edit video content for coloradorapids.com and Altitude TV.
- Shoot footage on Canon C200 and Sony FS700 cameras; edit footage in Adobe Premiere Pro and After Effects.

San Diego Chargers ♦ San Diego, CA

Video/Editing Intern June 2014 – February 2015

- Produced and edited daily videos for chargers.com.
- Assisted in daily website layout in terms of video for chargers.com in order to maximize user engagement.
- Generated 22% year-over-year video view increase from 2013 to 2014.
- Part of digital video team that finished in the top quartile of all NFL clubs in terms of video engagement.
- Assisted in production of Emmy Award nominated "Chargers Insider" shown on Fox Sports San Diego.
- Provided voiceover for "This Week in Chargers History".
- Shot footage with Canon JVC and DSLR cameras; edited clips in Final Cut Pro.

Atlanta Falcons ♦ Flowery Branch, GA

Digital Video Intern July 2013 – January 2014

- Oversaw, shot and edited weekly video content that were published to atlantafalcons.com.
- Generated 4.6 million video views during 2013 season (12% increase from 2012).
- Worked directly with football operations, marketing and community relations departments to fulfill video requests.
- Shot footage with Panasonic FZ200 and HPX250 cameras; edited clips in Adobe Premiere Pro.

EDUCATION

Southern New Hampshire University

MBA with emphasis in Social Media Marketing; Graduation: February 2018

- ♦ GPA: 3.96

University of Colorado Colorado Springs

BS in Business with emphasis in Sport Management; minor in General Communications; Graduation: May 2014

- ♦ 3.606 GPA; Graduated Cum Laude
- ♦ Fall 2013 – Spring 2014: President's List Member
- ♦ Member of Alpha Lambda Delta Honors Society
- ♦ May 2013-May 2014: UCCS SMAC Co-President
- ♦ Founder of UCCS Sport Management Mentoring Program