DYLAN GANNON
DIGITAL MEDIA PROFESSIONAL

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EDUCATION

Southern New Hampshire University

MBA - Social Media Marketing

Aug. 2016 - Feb. 2018

University of Colorado Colorado Springs

BS - Business; Sport Management
Minor - General Communications

Aug. 2010 - May 2014

SKILLS

Adobe Creative Suite

CrowdTangle

Content Management Systems

Hootsuite

Shareablee

SocialBakers

Social Media Management

Video Editing

PROFESSIONAL EXPERIENCE

Colorado Rapids Soccer Club
Social Media and Content Manager
Feb. 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 engaging with fans all across the world.
- Drive revenue and grow engagement via paid social media campaigns.
- Part of team that has grown follower numbers by 120% on Facebook, 190% on Twitter and 300% on Instagram since joining in 2015.
- Work with corporate sponsors to generate content ideas and maximize ROI.
- Started in digital video department as the club's digital content coordinator before being promoted to current role in 2018.

San Diego Chargers
Video/Editing Intern
June 2014 - Feb. 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.
- 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.

Atlanta Falcons
Digital Video Intern
July 2013 - Jan. 2014

- Oversaw, shot and edited weekly video content that was 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.