

# BRENNA BARKLEY

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## CAREER SUMMARY

As a communications professional, I have utilized my skills and knowledge in writing, social media, design, and photography to create and share athletes' stories across multiple platforms.

## WORK EXPERIENCE

### Assistant Athletic Communications Director | Western Colorado University | August 2023 - March 2024

- Created weekly gameday graphics to promote events for seven NCAA Division II sports, including football, as well as preview and final score graphics to support preview and recap articles.
- Documented statistics for multiple sports using the NCAA Live Stats program.
- Led marketing efforts for an NCAA Division II Football Playoff game including all social media marketing.
- Wrote all public address scripts for home events.
- Managed student workers in gameday tasks and skills education.

### Advanced Media Intern | Rocky Mountain Athletic Conference | August 2022 - May 2023

- Acted as the main media and sports information contact for 10 NCAA Division II sports, including baseball, men's basketball and volleyball.
- Created Player of the Week press releases and graphics.
- Designed and manage website including tournament pages, record books, content creation, and social media schedules.
- Maintained an engaging and original social media presence via Twitter, Instagram, and Facebook through graphic design and photography.
- Conducted student-athlete interviews for various sports.

### Media Intern | Grand Junction Rockies | March 2022 - July 2022

- Conducted interviews for player features and game recaps for the Grand Junction Rockies website.
- Created engaging graphics and operated video board throughout home games.
- Maintained a strong and engaging media presence by updating social media platforms throughout the regular season.

### Intern | Colorado Mesa University Sports Information Department | August 2021 - May 2022

- Provided play-by-play and color commentary during live baseball, softball, and volleyball broadcasts.
- Took photographs that supported game recaps and previews on Colorado Mesa's athletic website.
- Wrote game recaps and feature articles for various sports.

### Sports Editor, Assistant Sports Editor, Staff Writer | The Criterion, Colorado Mesa University | February 2019 - May 2022

- Edited staff writer articles for grammatical and statistical accuracy for Colorado Mesa's student-ran newspaper.
- Created newspaper layout and design for sports section through Adobe InDesign.

## EDUCATION

Colorado Mesa University | B.A. in Mass Communication: Media Strategies and Applications | 2022

## KEY SKILLS

- Project Management
- Time Management
- Writing
- Photography
- Design

## VOLUNTEER EXPERIENCE

- Baseball Statistician - MSU Denver
- Photographer - CHSAA State Wrestling Tournament for the Grand Junction Sentinel

## TECHNOLOGY

- Adobe Programs (InDesign, Photoshop, Lightroom, Illustrator)
- Proficient in Microsoft Programs
- Website design (SideArm, WordPress)
- Twitter, Facebook, Instagram
- NLS

## REFERENCES

Zack Chavez Assistant Commissioner Rocky Mountain Athletic Conference zchavez@rmacsports.org 806-283-2502	Dave Jahnke Assistant AD-Communications Colorado Mesa University djahnke@coloradomesa.edu 970-248-1187	Jas Bains Head Football Coach Western Colorado University jbains@western.edu 559-281-3415	Gregg Petcoff Assistant AD-Communications Western Colorado University gpetcoff@western.edu 970-943-2831
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