

COURTNEY BAY

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baycourtney12.com

SKILLS EXPERIENCE

Social media management
Content ideation & creation
Adobe Premiere Pro
Adobe Aftereffects
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Sony Alpha series
Hybrid shooting
Feature storytelling

EDUCATION

OKLAHOMA STATE UNIVERSITY
BACHELOR OF SCIENCE
SPORTS MEDIA
MAY 2016 / MAGNA CUM LAUDE

INVOLVEMENT & HONORS

FRONT OFFICE SPORTS
RISING 25
CLASS OF 2018
Award created to honor up and
comers in the sports industry

ASSOCIATION FOR WOMEN
IN SPORTS MEDIA
STUDENT CHAPTER ADVISER
MEMBER
2012-PRESENT
Support and advocate for women
pursuing careers in sports media
Assist Oklahoma State student
chapter with professional
development and networking

CREATIVE DIRECTOR OKLAHOMA STATE BASKETBALL AUG. 2018-PRESENT

Oversee visual branding and creative content for Oklahoma State men's and women's basketball programs
Advise employees about department-wide branding and messaging initiatives as part of the Athletics Messaging and Branding Panel
Manage photo, video and graphic design interns and develop educational tools and resources for creative personnel
Showcase the student-athlete experience and connect teams to fans, recruits, donors and students by capturing and producing exclusive photo, video and graphic content
Assist with planning, coordination, execution and curation of social media content across multiple platforms
Collaborate with coaches and staff to develop and implement a comprehensive visual recruiting strategy

MULTIMEDIA PRODUCER OKLAHOMA STATE COWBOY FOOTBALL ORANGE POWER STUDIOS AUG. 2016-AUG. 2018

Shoot, edit and produce exclusive content for Cowboy Football social media and in-house productions, including videos, photos and motion graphics
Regularly attend practices, meetings and team events to capture content throughout the calendar year
Assist with planning, coordination and execution of football social media content
Travel with Cowboy Football to produce video highlights and social media content
Assist with control room operations and in-game programming for video boards throughout all of OSU's athletic facilities