

COURTNEY BAY

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BAYCOURTNEY12.COM

SKILLS EXPERIENCE

Content ideation & creation
Social media management
Adobe Premiere Pro
Adobe Aftereffects
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Sony Alpha series
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
Assist Oklahoma State student chapter
with professional development
and networking

CREATIVE DIRECTOR **OKLAHOMA STATE ATHLETICS** **MARCH 2020-PRESENT**

Oversee visual branding and creative content for Oklahoma State Athletics in coordination with communications, marketing, Learfield/IMG, development and individual sport staffs
Showcase the student-athlete experience and connect teams to fans, recruits, donors and students by capturing and producing exclusive photo, video and graphic content
Manage photo, video and graphic design interns and develop educational tools and resources for creative personnel
Advise coaches and staff about department-wide branding, messaging, marketing, fundraising and recruiting initiatives

CREATIVE DIRECTOR **OKLAHOMA STATE BASKETBALL** **AUG. 2018-PRESENT**

Oversee visual branding and creative content for Oklahoma State men's and women's basketball programs
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
Travel with Cowboy Football and attend attend practices, meetings and team events 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