

# COURTNEY BAY

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BAYCOURTNEY12.COM

## SKILLS

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

**HEARTLAND EMMY NOMINEE**  
PROGRAM: PROMOTION  
2021  
Producer/Director

**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 /  
NATIONAL MEMBER  
2012-PRESENT  
Assisted Oklahoma State student chapter  
with professional development  
and networking

## EXPERIENCE

**DIRECTOR OF MEN'S BASKETBALL**  
**BRANDING & CREATIVE MEDIA**  
UNIVERSITY OF ILLINOIS  
SEPTEMBER 2021-PRESENT

Oversee visual branding and creative content for Illinois men's basketball program  
Collaborate with coaches and staff to develop and implement a comprehensive visual recruiting strategy  
Work closely with athletics creative staff to coordinate content schedules and responsibilities and ensure consistent branding  
Capture and produce photo, video and graphic design content as needed for social media and recruiting use  
Travel with men's basketball to oversee gameday, travel and behind-the-scenes photo and video coverage  
Educate student-athletes and coaches on social media and personal brand-building best practices

**CREATIVE DIRECTOR**  
OKLAHOMA STATE ATHLETICS  
MARCH 2020-SEPTEMBER 2021

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-SEPTEMBER 2021

Oversaw visual branding and creative content for Oklahoma State men's and women's basketball programs  
Assisted with planning, coordination, execution and curation of social media content across multiple platforms  
Earned a 2021 Heartland Emmy nomination for "A New Era Begins" video to promote the start of the 2020-21 men's basketball season  
Captured the journey of Oklahoma State's first No. 1 overall NBA draft pick, Cade Cunningham, through his high school recruitment, college career and draft night