

Courtney Ryder

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Skills and Certifications:

- **Design Software:** Adobe Creative Suite (Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro), Canva, Capcut, Microsoft Office, Photo Mechanic, PhotoShelter, Slate
- **Social Media Platforms:** Facebook, Instagram, LinkedIn, TikTok, X, YouTube
- **Social Media Management and Analytics:** HeyOrca, Hootsuite, Meta Business Suite, Sprout Social
- **Related Skills:** Fan Engagement, Social Copywriting, Social Performance Analytics, Strategic Collaboration
- **Certifications:** Hootsuite Platform Certification, Hootsuite Social Media Marketing

Relevant Work Experience:

Photography and Design Assistant, *Frisco RoughRiders Frisco, TX*

Feb. 2025-Sept. 2025

- Led all photography operations, producing high-quality visual content that elevated brand storytelling
- Captured and edited exciting in-game content that supported fast-paced social media coverage and in-the-moment storytelling, without sacrificing quality or brand image, to a combined audience of over 130,000 followers
- Ideated and produced short-form vertical video content for TikTok and Instagram based on current trends and platform best practices
- Supported daily management of social media channels, including scheduling posts, writing copy and ensuring a consistent brand voice
- Brought on and supervised a team of two game day photo interns, providing creative direction, constructive feedback and ongoing mentorship
- Collaborated with players, team staff and other departments to aid organic social media content creation and platform-native graphics that promoted key initiatives and events, generated sales and drove engagement

Director of Marketing Operations, *Mellow Mushroom Chantilly, VA*

Jan. 2024-Feb. 2025

- Produced photo and video content for social media to showcase menu items and promote events, driving a 60%+ increase in engagement within six weeks
- Developed and maintained a strong brand image and identity through a consistent editing style and voice
- Monitored social media trends to shape our social strategy and create brand-relevant content
- Maintained a content calendar to ensure a consistent posting schedule, regular engagement and timely promotions
- Managed all aspects of the restaurant's catering program, from client outreach and order planning to invoicing, staffing and delivery logistics for orders up to \$2,000

Digital Media Intern, *Washington Capitals Arlington, VA*

Sept. 2022-April 2023

- Produced quick-turnaround photo and video content from practices, games and community events for social media coverage and website publication, generating over 170,000 views and 230,000 likes across the Capitals' accounts with select images reposted by the NHL and ESPN
- Tracked and reported performance analytics on all social media partnerships in monthly data reports
- Analyzed competitive content trends to inform content strategy and pitch brand-aligned creative concepts
- Set up studio lighting equipment for player interviews, press conferences and content shoots

New Media Web Intern, *Detroit Lions Allen Park, MI*

Feb. 2022-July 2022

- Supported daily and strategic updates for DetroitLions.com, including copy editing and page maintenance
- Participated in social media brainstorming sessions and researched brand-aligned content ideas
- Photographed team workouts and community events for inclusion on Detroitlions.com and social media pages
- Edited, tagged and archived media assets using Photo Mechanic, Adobe Lightroom and Photoshelter

Education:

James Madison University *Harrisonburg, VA*

Bachelor of Science in Media Arts & Design, concentration in Journalism