



Marissa Weiss

EXPERIENCE

Assistant Director of Athletics Communications

DePauw University - Greencastle, IN - April 2024 - Present

- Lead communications and social media for 23 varsity athletic programs, promoting student-athletes, teams, and events.
- Manage athletics social media, increasing engagement 58% and audience 237% through strategic, data-driven content.
- Create graphics, photography, video, and written content for social media and athletic events.
- Coordinate game-day operations, including statistics, broadcasts, social coverage, and communication with opposing schools, conferences, and the NCAA.
- Recruit, train, and manage 25 student workers supporting statistics, graphic design, photography, videography, and game-day operations.
- Lead multimedia campaigns, including National Girls and Women in Sports Day, to highlight student-athlete stories and increase audience engagement.
- Analyze social media performance to identify trends and improve content strategy.

Assistant Director of Athletics Communications /NCAA Ethnic Minority & Women's Grant Recipient

Misericordia University - Dallas, PA - Aug. 2023 - March 2024

- Led communications and social media for 32 varsity athletic programs. Managed athletics social media and website content, promoting teams, student-athletes, and events.
- Created written, graphic, photo, and video content for digital platforms.
- Coordinated game-day operations, including statistics, broadcasts, student workers, and postgame coverage.

CONTACT

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Indianapolis, IN

TECHNICAL SKILLS

Adobe Photoshop	Production Truck
Adobe InDesign	BlueFrame
Adobe Premiere Pro	HUDL
Audacity	NLS Genius
Sprout Social	Presto
Flickr	Teamworks
SideArm	Slack

HOBBIES

Traveling	Cooking
Running	Baking
Hiking	Photography
Reading	Knitting

LANGUAGES

English (Native)

Spanish (Conversational)

German (Beginner)

EDUCATION

M.S. Sports Management

University of Florida

- Sports Event Management Certificate
- Courses in NIL, law, economics, event management, olympics management, consumer behavior, psychology, sociology

B.A. Cross-Cultural Journalism

University of Redlands

- Concentration in sports and travel journalism
- 3 terms abroad: Austria, Guatemala, and Spain
- Internship abroad in Barcelona: hospitality marketing