

CARSON REIDER

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INDUSTRY EXPERIENCE



Ohio State Athletics
Assistant Director, Digital Media
December 2019 - PRESENT

Position content in a compelling way on OhioStateBuckeyes.com
Advise marketing team on Facebook Ads best practices
Oversee email marketing, distribution, and reporting
Lead manager of the official Ohio State Buckeyes app
Frequent ideator of social content



Columbus Blue Jackets
Digital & Social Media Manager
July 2019 - December 2019
Digital & Social Media Coordinator
August 2017 - June 2019

Connected dots between departments to create content and achieve goals
Leveraged department's data to improve social and digital marketing efforts
Organized and coordinated multiple content plans across social, web, and app
Expanded responsibilities to lead Facebook Ads strategy for marketing and ticketing initiatives
Advanced creative deliverables through continuous discussion with internal teams
Waxed eloquent on official Blue Jackets social media channels



Holy Cross Athletics
Director of Social & Digital Marketing
June 2015 - June 2017

Planned, produced, and published content to expand and sharpen content strategy
Advised social media strategy and ensured brand voice on platforms for all 27 varsity sports
Earned responsibility to supervise video department, including live and on-demand content
Developed, executed, and assessed digital marketing strategy across online, email, and social
Led research, creation, and implementation of brand story and identity evolution
Provided editorial oversight to sports information staff on GoHolyCross.com content
Grew sponsored content offering through addition of creative assets



Ohio Athletics
Media Relations Assistant
September 2013 - June 2015

Operated football and men's basketball social media accounts and provided graphics
Proposed, developed, and implemented new media into social media strategy
Produced infographics for football and men's basketball

POINTS OF PRIDE



Championing Digital Strategy

Conveying to departments across the Ohio State Department of Athletics on the role that digital plays in achieving organizational goals.



Patience & Persistence

Creating, developing, and executing content plans to support multiple campaigns across the digital landscape.



Brand Development

Concepting and implementing a visual brand identity for Holy Cross Athletics that was regarded as one of the most visually-engaging brands in the FCS.

EDUCATION



Ohio University
Master of Business Administration
Master of Sports Administration



The Ohio State University
Bachelor of Science in Business Administration;
Marketing & Logistics Specializations

PERSONAL PHILOSOPHY

Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.

STRENGTHS

Affable Understated Leadership
Collaboration Instinctive/Meticulous Balance

Content & Website Strategy
Project Management Social Media Analysis

NOTABLE NUMBERS

94,500,000

impressions on Twitter and Facebook during the Blue Jackets' run in the 2019 Stanley Cup Playoffs

32,400,000

visitors to OhioStateBuckeyes.com during 2020-21

443,000%

growth in Facebook video views for Holy Cross Men's Basketball during 2015-16 postseason

\$225,000

single-game ticket revenue (82 ROAS) generated through Facebook Ads during the first round of the 2019 Stanley Cup Playoffs

77%

growth in cumulative Holy Cross Athletics' social media presence from 2015 to 2017