

Chelsea Siegal

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Education

SYRACUSE UNIVERSITY, Syracuse, N.Y.

(Aug. 2016 – May 2020)

S.I. Newhouse School of Public Communications

- B.S. Broadcast & Digital Journalism, Sport Management minor
- Cum Laude, Dean's Academic Scholarship, Dean's List (all semesters)

Experience

NEW YORK KNICKS (NBA), NEW YORK, N.Y.

Senior Digital Media Coordinator

(December 2024 – Present)

Digital Media Coordinator

(June 2023 – December 2024)

- Capture photo (Sony a7) and cellphone video at practices, events, and on the court (pregame through postgame)
- Handle social media for all games (home and on the road) and photography on road trips
- Create and curate engaging vertical videos for use on TikTok, Snapchat, and Instagram Stories - primarily player-driven mini mic/whiteboard content
- Single-handedly increased Knicks' league-wide Snapchat ranking from #24 to #3 over the span of a few months
- Work with Digital Content Senior Manager to plan and execute sponsored content
- Work with PR team on approvals for player-focused content
- Photoshop and video edit as needed

CLEVELAND BROWNS (NFL), BEREA, OHIO

Social Media Intern

(July 2022 – June 2023)

- Recorded vertical footage at practices, community events, training camp, and on the field before games
- Created, scheduled, and posted content through Emplifi, Facebook Creator Studio, and Twitter Studio
- Recorded and posted Instagram stories at practices, community events, training camp, and on the field before games
- Researched trends and create content for TikTok
- Single-handedly ran Facebook page on game days
- Monitored, clipped, and resized game day footage from LCCs
- Created and tracked over 100 Blinkfire reports to monitor KPIs and corporate partnership requirements
- Set-up and clipped all press conferences through Twitter Studio
- Ran and fulfilled social media giveaways and sweepstakes
- Photoshopped and video edited as needed

READING ROYALS (ECHL), READING, PA.

Marketing & Social Media Manager

(June 2021 – June 2022)

- Created/scheduled daily content for the team's Facebook, Instagram, Twitter, and TikTok pages
- Updated the team Instagram story during games to feature players, fan activities, F&B specialties, and sponsorship activations
- Updated website regularly to show schedule/promotional changes and game day ticket information
- Created visual graphics to be used across various social media platforms, the team website, print marketing materials, and Facebook ads

PREVIOUS EXPERIENCES

- **WTEN-TV** – *Digital News Producer* (Nov. 2020 – June 2021), **Rochester Red Wings (Intl. League)** – *Primary Video Production Intern* (Summer 2019), **Elmira Pioneers (PGCBL)** – *Media Manager* (Summer 2018)

Skills / Interests

- **Software:** Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom Classic, Final Cut Pro, iMovie, Greenfly, Sprout, AirTable, Clipro, Blinkfire, Emplifi, Asana, Hootsuite
- **Online Platforms:** Facebook, Instagram, Snapchat, TikTok, Twitter, YouTube, Blinkfire, Emplifi, Hootsuite
- **Cameras:** Sony a7, Canon XF300, Panasonic AG-CX350 with P2 formatting, Canon EOS 70D, Sony a6000
- **Interests:** Collegiate marching band, dance, horseback riding, scuba diving, skiing