

MALLORY WINKLER

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CHICAGO, IL | WWW.MALLORYWINKLER.COM

EXPERTISE

TECHNNICAL

Adobe Creative Suite:
Premiere, Audition,
Photoshop, After Effects

SOFT SKILLS

Content Planning, Trending
Insights + SEO, Copywriting,
Project Management

SOCIAL PLATFORMS

TikTok, YouTube, Twitter,
Instagram, Facebook + Reels

EXPERIENCE

CONTENT STRATIGIST

12/2022 - PRESENT

PIPELINE.GG | REMOTE

- Analyzed YouTube and TikTok data to identify consumer trends, informing content evolution and leading to a 150% growth on both platforms.
- Produced the 'Becoming a Creator' podcast as an educational resource for a community of 20K+ creators by researching and booking guests, episode editing, and social creation.

CONTENT COORDINATOR

03/2022 - 12/2022

- Revitalized brand marketing plans by incorporating SEO strategies, resulting in a 50% increase in engagement and fostering of a close-knit community on all social platforms.

SENIOR DIGITAL COORDINATOR

09/2021 - 03/2022

GILT EDGE SOCCER MARKETING | CHICAGO, IL

- Managed the official Chelsea FC podcast, including script writing, recording coordination, episode editing, and social creation, reaching 300K+ weekly listeners.
- Supervised team in social media publishing for the Premier League, Liverpool FC, and Girls Academy, maximizing online presence and engagement with US-based fans.

DIGITAL COORDINATOR

08/2020 - 09/2021

- Developed effective content plans for verified social accounts to build authenticity in a niche community, resulting in a 30% increase in engagement on Instagram and Twitter.

SOCIAL MEDIA INTERN

05/2019 - 08/2019

TEXAS RANGERS | DALLAS, TX

- Executed social media content strategy for the official Rangers' accounts, by developing engaging in-game content to increase fan engagement.
- Led the creation of a digital campaign focused on the final season at the ballpark, using emotional appeals to drive ticket sales and increase fan engagement.

EDUCATION

MASTER OF ARTS IN DIGITAL COMMUNICATION STRATEGIES
BACHELOR OF ARTS IN DIGITAL MEDIA AND PUBLIC RELATIONS
MARQUETTE UNIVERSITY

MENTOR & REFERENCE

Bob Kohl, Nashville Predators Senior Directors of Broadcasting and Entertainment