

MAYA TUCKER

• multimedia specialist • creative •

ABOUT ME

Sports-minded multimedia specialist and creative with a passion for social media and public relations.

EDUCATION

2018-2022 • University of Illinois at Urbana Champaign, B.A. in Communications with a minor in Public Relations • GPA: 3.56

EXPERIENCE

2020- **Kane County Cougars Baseball**
2022 Social Media Manager (2022) Social Media Intern (2020-21)

- Tasked to execute all social media planning, creation, and deliverables
- Coordinated with photographers, graphic designers, and videographers to execute content.
- Increased ticket sales via the use of social media channels

2020- **University of Illinois Athletics Communication**
22 Athletics Communication Intern

- Acted as Sports Information Director for the Swimming and Diving team.
- Planned, coordinated, and executed all social media content and sports information materials.
- Assisted SID's of other sports with social media and media relations.
- Wrote, proofread, and edited media releases and stories.
- Student of the Semester - Fall 2021 & Spring 2022

2022 **Uncle Charlie Marketing Co. - Present**
Social Media Manager

- Plan, coordinate, and execute social media content for four accounts.
- Edit video content for TikTok and Instagram Reels.
- Create content calendars and organize content.

2019- **University of Illinois Baseball**
22 Student Social Media Assistant

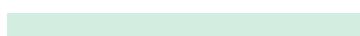
- Assisted Baseball SID in all social media and media relations efforts.
- Live-tweeted games with engaging captions and use of livestream clips.
- Planned engaging midweek and offseason content.

2020 **Illinois Valley Pistol Shrimp Baseball**
Social Media Intern

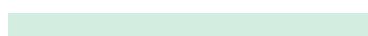
- Create and execute all social media content across all platforms.
- Expand follower base through use of TikTok

SKILLS

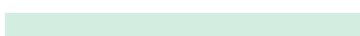
Communication



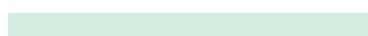
Social Media



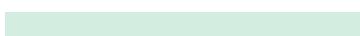
Teamwork



Content Creation



Creativity



Media Relations

