

Bryan W. Baker

201-249-0545 | bryanbaker@utexas.edu | bryan-baker.github.io

The University of Texas at Austin

Graduation in May 2022

- Cumulative GPA: 3.97
- BS, Journalism - *Moody College of Communication*
- Minor in Sports Media - *Moody College of Communication*

Columbia Journalism School

Summer 2022

Lede Program

- Data journalism program on coding, data analysis, mapping, and visualizations

WORK EXPERIENCE

Manhattan Place Entertainment Inc., New York, NY

Sep 2022-Present

Production Assistant/Social Media Manager/Editor

- Worked as on-site production assistant during Knicks Media Day, NHL Media Day, and a promo for Project Runway
- Helped assure production events were executed smoothly and efficiently
- Oversaw all aspects of the production company's social media channels
- Edited and assembled raw footage to be used for marketing purposes and social media

RBI Austin, Austin, TX

Jan 2022-May 2022

Sports Management and Operations Intern

- Participated in inner-city community development programs
- Managed recruitment of coaches and volunteers for sports leagues for boys and girls
- Communicated program information to attendees and built relationships within the community

Texas Tasty, Austin, TX

Jan 2022-May 2022

Intern/Writer

- Managed sports-based Tik Tok account and posted relevant highlights and sports-related content on a daily basis
- Wrote blogs and articles centered around social trends, sports, and pop culture
- Attended and documented events in the Austin area to be posted on the company website
- Designed Instagram story slides to promote new blogs to be shared to the company's media channels

ADDITIONAL EXPERIENCE

Conquer App, Bergen County, NJ

Spring 2022

- Conquer is a mobile app attempting to revolutionize pick-up sports
- Focused on leveraging technology and data to optimally connect athletes
- Managed Tik-Tok and Twitter accounts for newly-launched sports app
- Engaged in outreach programs to further grow the brand around campus universities

Preferred Pool Management, Inc., Mahwah, NJ

Summers 2021

- Coordinated COVID-19 protocols for community pools
- Oversaw the distribution, collection, and retention of legal documents
- Monitored rules of conduct and health/safety procedures for pool patrons

Youth Basketball Coach, Harrington Park, NJ

Summers 2017-2021

- Trained young players through drills and practices in basketball fundamentals
- Motivated players to practice individual skill sets and promoted the importance of teamwork and sportsmanship

SKILLS

Coding: Python, R Studio, HTML, CSS, Datawrapper, D3, Selenium

Editing/Design: Photoshop, InDesign, Adobe Illustrator, Premiere Pro, Canva, Microsoft Offices

Writing: Knowledge of journalistic methods of writing. Nuanced understanding of the social media landscape.