

Samantha Mellies-U'Ren

samantha.r.uren@gmail.com (320) 295-3738 samanthauren.com

EXPERIENCE

Minnesota Wild

St. Paul, MN

Social Media Associate

Oct 2021 - Feb 2022

- Assist in the planning and execution of content across all Minnesota Wild social media channels
- Provide live coverage of all games, home and away
- Assist in creating game day content including photos, videos, and gifs
- Monitor and engage with fan comments, contests, and general day-to-day social media outreach
- Manage key deliverables for partners on social media channels

Minnesota Whitecaps

St. Paul, MN

Assistant General Manager

Oct 2020 - Dec 2021

- Oversaw and managed team operations, including business partnerships, player relations, and game operations
- Coordinated and maintained team schedules including travel, practice & game, digital content, and announcements
- Managed team partners & sponsorship deals to increase team revenue
- Oversaw and managed team staff to collaborate on marketing, social media and other initiatives

Director, Marketing and Communications &

Head of Social Media

May 2020 - July 2021

- Managed and maintained day-to-day social content and strategy
- Wrote and published fun & engaging social copy
- Created and captured multimedia content, including photo and video
- Generated and edited short form video content and graphics for digital media initiatives
- Provided real-time coverage of live team events and games
- Moderated and interacted with fans via social media to increase community brand awareness
- Coordinated media requests and player appearances in the community
- Oversaw and managed team of interns to collaborate on marketing & social media initiatives
- Assisted in creation of weekly email campaigns
- Tracked and analyzed social media insights and trends to improve content and strategy

Media and Communications Intern

Sept 2019 - May 2020

- Strategized and created content to engage with fans and grow fanbase reach
- Developed unique storytelling opportunities to interact with fans and accurately inform & entertain on NWHL website
- Edited and produced videos for digital media consumption

University of Minnesota-Art Department

Minneapolis, MN

Technical Director

Sept 2017 - Dec 2019

- Operated and maintained multi-camera set up and audio equipment for live artist performances
- Organized and managed community events prior to and during presentations
- Produced recorded presentations published online for additional viewing

EDUCATION

University of Minnesota

Minneapolis, MN

Bachelor of Individualized Studies – Film Production, Creative Writing and Strategic Communication Sept 2016 - Dec 2019

SKILLS

Photo and Video Editing, Final Cut Pro X, Adobe Creative Suite, Microsoft Office Suite, Facebook, Twitter, Instagram, TikTok, YouTube, Leadership, Organizational Management, Interpersonal Relations