

MARY-CLARE BROPHY

CONTENT CREATION | SOCIAL STRATEGY | CREATIVE COLLABORATION

JUST A CLICK AWAY

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EDUCATION

*Bachelor of Arts in
Communication
& Information Sciences*

*The University of Alabama
May 2019*

Major: Advertising
Minor: Computing Applications
& Technologies

ABOUT MC

MC has extensive experience as a creator. She is passionate and is always ready to hit the ground running in any environment.

What is she looking for?

A place where she can thrive creatively and produce work that creates an emotional connection between brands and consumers.

FUN FACTS

Loves to cook, create new recipes, & plans on finishing a cookbook over the next few years.

Worked in the restaurant industry for 9 years & was in the top in sales at an opening Dave & Busters in 2019.

THE COOL STUFF

Social Media Content Producer *Dec. 2021–July 2023*

Movement Mortgage | Charlotte, NC - Hybrid

Created trending video content across all social media channels for @Movementmtg | Strategized & produced content for events, gear launches, & marketing campaigns | Hosted social media webinars

Social Media Strategist *Aug. 2021–March 2022*

Proof Syrup | Atlanta, GA - Remote

Enhanced social media strategy for TikTok & Instagram | Recruited & managed Influencers | Piloted Influencer Marketing campaign

Social Content Specialist *Aug. 2019–July 2021*

Learfield IMG College + Gamecock Athletics | Columbia, SC

Produced, managed, & tracked sponsored content across social media channels for @GamecocksOnline & in-game elements | Liaison between Athletics, Marketing, & Gamecock Sports Properties

Creative Video Editor *Oct. 2015–May 2019*

Crimson Tide Productions | Tuscaloosa, AL

Created videos broadcast on local & national TV (Sports Center, SEC Network, ESPN), social media channels & live events for Alabama Athletics | Trained students video editing & graphic skills

AWARDS

Gold Telly Award | The Telly Awards - 2023

Instructional Social Video Series | Spooky Mortgage Myths Campaign

Clyde Award Nomination | Learfield IMG College - 2021

Best New Product And/Or Inventory | Cruising with the Coaches

Silver ADDY Award | AAF - Tuscaloosa District - 2019

Sales & Marketing, Collateral Material, Publication Design |
The Handmaids Tale - Book Cover

Bronze ADDY Award | AAF - Dallas District - 2019

Video Production in Branded Content & Entertainment |
Chimp Haven

College Sports Media Award | Sports Video Group - 2018

Outstanding Promotion, PSA, Tease, or Marketing Campaign by a
Collegiate Student | Alabama Gymnastics Auburn Teaser

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