

MARY CLARE BROPHY

CONTENT CREATION & SOCIAL MEDIA STRATEGY

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 creative, marketing professional, & social media strategist. She is a natural problem-solver & is always ready to hit the ground running in any environment.

What is she looking for?

A place where she can thrive creatively, work alongside a diverse team, & produce work that creates an emotional connection between brands & 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 the top in sales at an opening Dave & Busters in 2019.

Was hit by a 95 mph foul ball while filming from the 1st base dugout during her first summer working at a Minor League Baseball Team.

EXPERIENCE

SOCIAL MEDIA CONTENT PRODUCER DEC 2021 - JULY 2023

Movement Mortgage | Charlotte, NC - Hybrid

- Created trending content across all social media channels
- Strategized & produced content for corporate + live events, gear launches, & marketing campaigns
- Managed community engagement on all social media channels
- Designed & hosted social media webinars for hundreds of employees across the country

SOCIAL MEDIA STRATEGIST AUG 2021 - MAR 2022
+ INFLUENCER MARKETING SPECIALIST

Proof Syrup | Atlanta, GA - Remote

- Enhanced social media strategy for TikTok & Instagram
- Project Managed Influencer Marketing Campaign
- Increased follower growth by 10%
- Handled social media marketing materials and deliverables

SOCIAL CONTENT SPECIALIST AUG 2019 - JULY 2021

Learfield + Gamecock Athletics | Columbia, SC - Onsite

- Produced, managed, & tracked all sponsored social media content (Photo, Video, Motion Design, Graphic Design)
- Managed deliverables for giveaways, community outreach, and communications with winners
- Liaison between Gamecock Athletics, Marketing, & Gamecock Sports Properties

CREATIVE VIDEO EDITOR OCT 2015 - MAY 2019

Crimson Tide Productions | Tuscaloosa, AL - Onsite

- Created promotional video content for Alabama Athletics that was broadcasted on local & national TV (Sports Center, ESPN, SEC Network), posted across Social Media channels & played during game events to be seen by over 100,000 people
- Trained students/interns on video editing & graphic design 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 Design

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