

# Tim Daye

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## PERSONAL STATEMENT

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Results-driven social media strategist and content leader with 10 years of experience shaping brand relevance through innovative content and platform strategy. Expert in aligning social media initiatives with broader org goals, leveraging analytics, audience insights, and emerging trends to create impactful content and sustainable platform strategies. Excel in balancing creative content execution with strategic planning, enabling teams to strengthen engagement, expand reach, and maximize impressions across all social platforms.

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## PROFESSIONAL EXPERIENCE

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### Manager of Social Media Content Creation – Chicago Bears – Chicago, IL

April 2023-Present

- Manage a social content team of three, overseeing strategy, ideation & creation of platform-specific content focusing on growing overall audience (42% growth on Tiktok, 36% growth on Instagram over the last two years) and reaching new, younger fans
- Ideated, produced, and captured over 200 post in the 2025 league year, amassing almost 80 million views and 7 million likes
- Developed content rollout plan with core groups for the 2026 Playoffs run totaling over 9 million impressions across all platforms, and including two video script creations
- Led content strategy and creation with core groups for the team's tentpole events including the NFL Draft, free agency, season kickoff, and Emmy Award winning schedule release (2023)
- Partner with brand creative, DEI, and digital content teams to create social-first, quality content that balances their needs with content performance
- Serve as primary contact for player social media needs including troubleshooting, content needs, Socialie, and curating player ideas for content suitable for Bears channels that super serves fan interest
- Collaborate with video content team on best practices for converting long-form and sponsored content into digestible, social first content
- Assist social coordinator with influencer strategy & support content capture ideation and execution with gameday influencers

### Lead Social Media Producer – Chicago Bears – Chicago, IL

May 2022-April 2023

- Captured, produced, and edited video content for all Chicago bears platforms, including integrating org-wide initiatives and sponsored content
- Served as main point of contact with Content team for long-form video integration into social-first content
- Led Socialie platform, managing the day-to-day onboarding of players and distribution of content
- Generated and developed ideas for tentpole moments year-round, such as schedule release, season kickoff, draft & more
- Assisted in spearheading player media week set design and content needs among departments across the org
- Developed player social media marketing strategy, assisted with player content capture needs and platform troubleshooting

### Social Media Producer – Chicago Bears – Chicago, IL

August 2019-May 2022

- Created primarily video content for all social media platforms based on player performance and pop culture trends
- Captured on-field highlights and ancillary moments to publish on all @ChicagoBears accounts
- Assisted with launching the Chicago Bears TikTok account and helped developed platform-specific strategy, create content, and promoted getting player and organizational buy-in
- Ideated and executed offseason content strategy while maintaining fan engagement including during the pandemic

### Digital Media Specialist – Synergy Performance – Greenville, SC

March 2019-August 2019

- Managed all branding elements and three social media accounts
- Designed video and graphic elements for the Performance web and app platforms for Clemson and Georgia athletics
- Coordinated back-end development of Synergy's sports performance app
- Developed corporate client presentation materials and booklets

## **Social Media/Operations Assistant – UNC Football – Chapel Hill, NC**

May 2018 – March 2019

- Created engaging video and graphic content on social media and for recruiting efforts
- Monitored social media platforms to capitalize on trends to boost fan engagement
- Photographed players and recruits during team and recruiting events
- Collaborated with team personnel to support day-to-day needs of football operations

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## EDUCATION

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University of North Carolina at Chapel Hill Chapel Hill, NC

BA Broadcast Journalism & Political Science

August 2014 – May 2018