

Timothy Daye

timdaye93@gmail.com

Chicago, IL 60647

(252) 767-8651

www.timdaye.com

PROFESSIONAL EXPERIENCE

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 and reaching new, younger fans
- Produce, capture, and edit in-game highlights, social-first content, long-form content, vertical content across all platforms
- Manage International Content Creator with the goal of growing Bears fanbases in UK & Spain, collaborate on developing content strategy and daily posting plan
- Partner with DEI, brand creative, 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
- Edit long-form content into snackable content suitable for social media, collaborate with video content team on best practices for content and social needs
- 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

Aug. 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 develop 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 – Aug. 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

EDUCATION

University of North Carolina at Chapel Hill Chapel Hill, NC
BA Broadcast Journalism & Political Science
August 2014 – May 2018