

CAMRYN REEVES

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Education

University of Tampa

December 2024

- Bachelor of Science- Sport Management

Work Experience

Tampa Bay Lightning- Tampa, FL

April 2023-Current

Blue Crew Entertainment Marketing Team

- Executed in-game entertainment and activations following nightly game logs in front of 19,000+ fans.
- Marketed the Lightning brand in the community including parades, 5ks, and fundraisers
- Successfully implemented fan engagement strategies, including chants and cheers, resulting in increased participation and enhanced game-day experience.
- Managed sponsorship activations and served as gameday liaison for donor guests.

Tampa Bay Buccaneers- Tampa, FL

March 2023-May 2024

Street Team Marketing

- Initiated marketing strategies to increase the sales of Jr. Bucs memberships.
- Coordinated the installation and removal of diverse activities such as inflatables, obstacle courses, yard games, and craft stations, ensuring efficient operations and an engaging experience for attendees.
- Supervised the Jr. Bucs Kid Zone during games, overseeing the setup and safety of equipment to provide a secure and enjoyable environment for young fans.

Internships

Prep Baseball Report- Digital Marketing Intern

August 2024-Current

- Managed social media platforms including X (formerly Twitter), Instagram, TikTok, and Facebook, enhancing brand presence and engagement across channels.
- Developed and managed content calendar, scheduling posts, and ensuring alignment with the social media strategy to maximize audience interaction and visibility.
- Provided on-site event coverage at national showcases, capturing high-quality photography, videography, and graphics to boost social media content and audience reach.

Winston-Salem Dash MiLB- Entertainment Marketing Intern

May 2024-August 2024

- Developed comprehensive game logs and scripts for over 30 games, leveraging sponsorship contracts, game skits, and various entertainment assets to craft captivating and dynamic game day experiences.
- Supervised a team of 15+ entertainment staff by creating detailed staffing and game schedules, overseeing all game day tasks to ensure smooth and efficient operations.
- Successfully orchestrated a MiLB-sanctioned Play Ball clinic from the ground up, including developing general and individual group timelines, coordinating groups for 200+ kids, and managing staffing logistics. Acted as the central liaison for interns and staff on the day of the clinic, ensuring seamless execution of the event.
- Directed production room operations, overseeing Daktronics system, switcher, all production cameras, music, and PA coordination.
- Determined and planned entertainment budget allocations, coordinating with outside companies to obtain and compare quotes for in-game entertainment needs.

University of South Florida Athletics- Marketing Intern

December 2023-May 2024

- Served as Game Day staff for spring sports, including men's and women's basketball, baseball, softball, and tennis.
- Executed game scripts by hosting in-game activations, escorting anthem singers and special guests, and assisting with recognitions and interactive fan games.