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# ALLISON SCHNEIDER

## PROFESSIONAL SUMMARY

Creative and results-driven Social Media Manager with 5+ years of experience executing high-impact campaigns in professional sports, including the NBA and NLL. Skilled in real-time content creation, cross-platform strategy, and community engagement. Proven track record of driving fan growth, managing sponsored activations, and delivering on-brand digital storytelling. Passionate about football, social trends, and crafting compelling content that resonates with diverse audiences.

## WORK EXPERIENCE

### Digital Media Manager | 2023 - Present

Georgia Swarm Professional Lacrosse (NLL)

- Lead all aspects of social and digital media strategy for professional lacrosse team.
- Manage game day content including real-time highlights (Grabby/WSC/Slate), vertical videos, and player features.
- Direct and produce in-game video board elements using ShoFlo.
- Oversee internship program; hire, train, and lead a growing team.
- Coordinate paid and organic social campaigns; analyze performance and adjust for KPIs.
- Serve as primary contact for player interviews, press access, and media coverage.
- Write press releases, previews, and recaps for all games.

### Social Media Intern | 2021-2022

Milwaukee Bucks (NBA)

- Created and distributed real-time vertical content (WSC), increased Snapchat followers by 500K+.
- Managed team Snapchat, Instagram, Facebook, and WordPress on game days.
- Supported strategy and scheduling for campaigns in coordination with marketing and partnerships.
- Tracked analytics and audience engagement to guide content adjustments.

### Digital Marketing Assistant | Internship Summer 2021 | Full-Time 2022-2023

Milwaukee County Parks

- Oversaw content across 10 Facebook, 3 Instagram accounts, and multiple websites.
- Captured and edited creative assets; managed promotional giveaways and sponsor activations.
- Executed email marketing and press campaigns to promote events and community programs.
- Worked with PGA Pros, County Executives, and County Entities to deliver content

### Social Media Intern | Internship Summer 2021

- Launched team TikTok, generating 300K+ views with trend-aligned content.
- Captured live footage and hosted fan engagement segments with players and coaches.
- Designed graphics and video for social channels, maintaining rapid turnaround.

## ACADEMIC HISTORY

### University of Wisconsin - Milwaukee | 2019-2022

B.B.A. Marketing , Minor Journalism, Advertising, Media Studies

- GPA: 3.83
- Milwaukee Business Scholar/European Business
- American Marketing Association

## SKILLS

- Social Media Strategy (Instagram, X, TikTok, Facebook, LinkedIn, Snapchat, YouTube)
- Adobe Creative Cloud, CapCut, Grabby, WSC, ClipPro
- Copywriting, Content Planning, Memes & Trend-Driven Content
- In-Game Coverage & Real-Time Highlights
- Paid & Organic Campaign Management
- Analytics (Sprout Social, Emplifi Google Analytics, Meta Business Suite)
- WordPress, Webflow, Squarespace
- Sponsorship Integration, Community Relations
- Team Leadership, Player Media Management
- Email Marketing (Mailchimp, SendGrid, Salesforce)