

Allison Schneider

SOCIAL & DIGITAL MEDIA

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SUMMARY

Strategic storytelling, Social Media Manager with 5+ years of experience leading real-time content operations and brand storytelling across professional sports platforms. Proven leader in social strategy execution, team mentorship, and cross-department collaboration. Strong expertise in developing and optimizing daily workflows, driving audience growth, and elevating brand voice through platform-specific content. Passionate about building best-in-class social presences that support organizational goals and deepen fan engagement.

EXPERIENCE

Georgia Swarm Professional Lacrosse (NLL) — Atlanta, GA | 2023 - Present

Digital & Social Media Manager

- Lead all social media & marketing operations across Instagram, X, TikTok, Facebook, Snapchat, and YouTube
- Own social strategy, content planning, workflows, publishing, and copy approval while upholding brand standards and league guidelines
- Create all digital content for the organization, including videography, photography, editing, graphics, and copywriting
- Drive brand voice, tone, and messaging aligned with organizational goals and fan engagement priorities
- Execute real-time game-day coverage, including highlights, vertical video, graphics, and live posting under strict deadlines (WSC, Grabyo, Slate, Emplifi)
- Collaborate closely with partnerships, sales, design, and leadership teams to integrate social into broader campaigns
- Work & travel directly with players and coaches to create behind-the-scenes content that humanizes the team and strengthens fan loyalty
- Lead and mentor interns and contributors, overseeing hiring, training, scheduling, and performance feedback
- Partner with corporate sponsorship team to develop and execute authentic, fan-first sponsored social activations
- Oversee in-venue show production using ShoFlo, scripting run-of-show and multimedia integration for all home games
- Achieved consistent year-over-year social growth of **120%+ across platforms** through platform-specific strategy and original content creation

Milwaukee Bucks (NBA) - Milwaukee, WI | 2021 - 2022

Social Media Intern

- Supported real-time game-day social media coverage across Snapchat, Instagram, Facebook, X, and team WordPress website
- Assisted in planning, creating, and publishing content aligned with NBA brand standards
- Executed sponsor tagging and campaign integrations; tracked performance using Sprout
- Collaborated with creative, marketing, and community teams to support league and team initiatives
- Analyzed social performance and audience insights to optimize content strategy, contributing to 150% engagement growth and 500K+ Snapchat follower growth

Milwaukee County Parks — Milwaukee, WI | 2021 - 2023

Digital Marketing Assistant

- Managed digital content and brand consistency across 10+ Facebook pages, multiple Instagram accounts, websites, and emerging platforms
- Oversaw editorial calendars, publishing workflows, and cross-department content coordination
- Collaborated with internal stakeholders, PGA partners, and sponsors to execute digital campaigns and community initiatives
- Created and published photo, video, and written content aligned with organizational brand standards
- Tracked analytics and performance metrics to optimize content strategy and audience engagement

Milwaukee Athletics – NCAA Division I — Milwaukee, WI | 2019 - 2022

Ticketing & Program Assistant

- Supported live event operations and fan experience for NCAA Division I athletic events
- Gained hands-on experience in game-day logistics, crowd management, and live sports environments
- Capture club football, D1 basketball, D1 soccer, & other various recreational sports

EDUCATION

University of Wisconsin–Milwaukee

Bachelor of Business Administration — Marketing
Minor: Journalism, Advertising & Media Studies

Lubar Business Scholar
European Business Studies
GPA: 3.83

SKILLS & TOOLS

- Football Social Media Operations & Real-Time Coverage
- Brand Voice, Tone & Platform Standards
- Content Calendars & Workflow Management
- Sponsored Content & Partner Integration
- Team Leadership & Mentorship
- Analytics & Performance Optimization

Tools: Adobe Creative Cloud, Grabyo, WSC, Slate, ShoFlo, Emplifi, Sprout, Meta Business Suite, Google Analytics, WordPress