

# Liam Gormley

## CONTACT

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## SKILLS

- Social media management and strategy development
- Audience engagement and growth using analytics and data-driven insights
- Graphic Design and video production using the Adobe Creative Suite (Illustrator, Photoshop & Premiere)
- Project management and team leadership for creative assignments
- Strong communication and interpersonal skills for crossfunctional collaboration and relationship building
- Proficient in all relative business software
- Experience with ticket and merchandise sales through social media

## EDUCATION

University of South Carolina  
Columbia, SC  
BA, Mass Communications  
Minor, Sports and Entertainment  
Management – August 2023

Chaminade High School  
Mineola, NY – Class of 2019

Portfolio available at liamgormley.com

## PROFESSIONAL SUMMARY

Dynamic professional with 3 years of experience delivering high impact social media for sports organizations. Skilled in developing strong internal and external relationships to facilitate collaborative achievement of high-priority goals. Confident in ability to thrive in a fast-paced setting and leverage my creativity, coordinate multiple tasks simultaneously and work on tight deadlines to enable organizational success.

## EXPERIENCE

Social Media Intern | Charlotte Motor Speedway  
Charlotte, NC (August 2023—Present)

- Assisted in the creation of dynamic social media content, implementing innovative strategies across four major platforms, resulting in substantial growth and heightened user engagement.
- Contributed to approximately 1000+ posts that reached nearly 22 million impressions
- Proficiently utilized cutting-edge analytics software to monitor social media metrics, identifying trends and growth opportunities across diverse platforms.
- Participated in the development and execution of targeted social media advertising campaigns, enhancing content to boost ticket sales for premier racing events.
- Demonstrated a profound comprehension of AI-driven audience targeting.
- Collaborated seamlessly with a multidisciplinary team of creatives, ensuring the production of captivating content that consistently reinforced the brand image.
- Assisted in Social Media efforts for other tracks in the Speedway Motorsports family, driving efforts during race weekends, filling in during vacancies, and curating sponsored content
- Manage relationships with influencers, opening opportunities for them to create organic content at the track driving engagement and sales efforts
- Instrumental in the formulation of content strategies for major events, strategically driving fan engagement and interaction to unprecedented levels.
- Demonstrated a keen eye for capturing visually compelling photo and video content, enabling fans to intimately connect with in-person racing experiences

Director of Creative Media & Digital Marketing | Gamecock Hockey  
Columbia, SC (January 2021—August 2023)

- Developed innovative content strategies, amplifying user engagement and driving growth on Instagram, Twitter, and TikTok.
- Produced compelling, game-oriented content for three major platforms and managed a team to ensure high-quality content delivery.
- Drove ticket and merchandise sales through successful social media campaigns, building partnerships for team growth.
- Collaborated across various teams to promote products, philanthropy, and events, elevating brand recognition.
- Achieved substantial social media growth, with Instagram exceeding 13.6k+ followers, Twitter at 7.1k+, and TikTok reaching 17.1k+ followers.

University of South Carolina Viceroy | Barstool Sports | Barstool Gamecocks  
Columbia, SC (April 2021—May 2023)

- Led diverse social media content across platforms for Barstool Sports and Barstool Gamecocks, optimizing reach and engagement. Collaborated on event promotions.
- Managed Instagram and Twitter content, utilized analytics for strategic posting times, and collaborated across departments on event-related promotions and merchandise.