

Samantha Mayer

(516) 713-2122 | sammayermedia@gmail.com | New York, New York

[Sam Mayer's Portfolio](#)

EDUCATION

University of Michigan - College of Literature, Science, and The Arts
Communications and Media Major
Social Media Analysis and Design Minor

Ann Arbor, Michigan
Expected May 2027

EXPERIENCE

SportsNet New York (SNY)

New York City, New York

Digital Media Intern

May 2026 - Present

- Develop and pitch daily digital content tailored to New York sports audiences, driving engagement across SNY's social media platforms.
- Monitor breaking sports news, trends, and fan conversations to identify timely content opportunities that expand audience reach and engagement.
- Produce original multimedia content using Adobe Premiere Pro and Adobe Photoshop, delivering informative and visually compelling assets.
- Provide live, on-site social media coverage of New York sporting events, creating and publishing real-time content to maximize audience engagement.

University of Michigan Football

Ann Arbor, Michigan

Social Media and Analytical Strategist Intern

August 2024 - Present

- Conceptualize, develop, and pitch original content ideas tailored to UM Football's voice and audience (>797k).
- Take photos during team practices to support ongoing content creation, highlight player development, and enhance visual storytelling.
- Collect and analyze performance across all social media platforms, and compare it to previous seasons to evaluate growth and effectiveness.
- Identify emerging content trends and use data analysis to create content strategy, expand audience reach, and boost overall engagement.

Warner Brothers Discovery

New York City, New York

Bleacher Report Social Programming Intern

June 2025 - May 2026

- Curated, created and published daily content across B/R's socials (Instagram 22.5M, TikTok 10.8M, Facebook 10M, X 19.9M, Youtube 4.7M).
- Developed and pitched original content ideas grounded in audience insight and social trends surrounding professional and collegiate sports.
- Collaborated across the team of programmers to boost brand engagement and reach.
- Analyzed performance data and platform algorithms to refine content strategy, supporting sustained follower growth and community engagement.

D1Baseball.com

Remote

Head Viceroy Media Intern (Big Ten)

January 2025 - June 2026

- Managed official start-up Instagram and X accounts for D1Baseball dedicated specifically to Big Ten baseball coverage, ensuring consistent and engaging social media presence.
- Produced dynamic, informative content tailored to resonate with a college sports audience, increasing engagement and brand awareness.
- Provided real-time coverage of live games while tracking draft prospects and top-performing teams/athletes across the Big Ten

Tufts University Baseball

Medford, Massachusetts

Head Photographer and Social Media Personnel

February 2024 - May 2024

- Captured standout moments during the season and designed eye-catching photo edits optimized for social media, supporting audience engagement and reinforcing brand identity.
- Utilized AWRE and TrackMan technology to track in-game statistics and clip highlights in real time for immediate distribution across social media channels.

LEADERSHIP AND EXTRACURRICULARS

University of Michigan Women's Club Basketball

Ann Arbor, Michigan

Athlete

September 2024 - Present Day

Tufts University Varsity Cross Country/Track

Medford, Massachusetts

Athlete

August 2023 - May 2024

SKILLS & INTERESTS

Skills: Instagram, X, TikTok, Facebook, Youtube, Video Editing, Event Planning, Photoshop, Lightroom, Premiere Pro, Canva, Data Analysis

Interests: Sports Management, Social Media, Photography/Videography, Analytical Strategy, Ad Sales