

PAYTON O'BRIEN

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paytonobrien.com
(703)–579–7009

TECHNICAL SKILLS

Adobe Creative Cloud Suite
Facebook Ad Manager
Social Media Management (Instagram,
LinkedIn, YouTube, TikTok)
Dropbox
Copywriting
Slack
MailChimp
WordPress
Microsoft Suite

SOFT SKILLS

Written Communication
Time Management
Team-Oriented
Communicative
Creative
Detail-Oriented
Positive Thinker
Self-Motivated
Passionate About The Outdoors
Experience Working in Action Sports

EDUCATION

August 2020 – December 2023

B.S. Degree
**Strategic Communications, Media
Design
Business Minor**
University of Colorado, Boulder

EXPERIENCE

September 2021–May 2024

Creative Director – CU Boulder Freeride

- Worked with corporate sponsors and distributors to provide goods for events like the Hill Jam, attended by nearly 2,000 students
- Planned special events and monthly trip logistics to accommodate 150 students
- Drove club growth for the nation's largest collegiate ski and snowboard club through decisive leadership and teamwork
- Managed the Instagram account, @cuboulderfreeride, to strategically market to both on and off-campus students, enhancing visibility and engagement
- Created posts, wrote caption copy, and responded to DMs all while keeping a consistent voice for the club
- Designed membership apparel and promotional materials

January–December 2023

Graphic Designer – Leeds School of Business

- Collaborated closely with senior graphic designers and stakeholders to develop and maintain Leeds' collateral
- Communicated directly with stakeholders to provide superior client services
- Created and pitched professional slide decks
- Conceptualized and developed detailed mockups for physical installations in the Leeds building

June–September 2023

Marketing & Post Production Intern – Level 1 Productions

- Managed content organization, TikTok curation, and assisted in both paid and organic content creation, event planning, and sponsorships
- Communicated directly with Level 1 customers via social networks and customer loyalty programs with an out reach of over 100,000 people to foster a personal relationship between the company and consumers
- Produced and wrote copy for various social media platforms, including engaging with 203K followers on Instagram
- Coordinated sponsorships with established brands and professional athletes
- Utilized KPIs to guide ongoing digital campaigns
- Conceptualized and developed apparel and accessories for Level 1 customers

December 2022–April 2023

Intern – Shane McConkey Foundation

- Consulted directly with foundation founder Sherry McConkey
- Managed web design and social media strategy
- Led event planning, advertising, and poster creation for the Pain McShlonkey and International Snowblade Day events