

SIOBHAN RICHARDS

Hudson, MA
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EXPERIENCE

Team Photographer May 2021 - Present
Worcester Red Sox | Worcester, MA

- Photograph, tag, and archive pregame, in-game, postgame, and fan content for 40+ games, as well as stadium scenery, merchandise, editorial player shoots, and Polar Park events
- Produce content to communicate marketing strategies and deliverables on behalf of the organization to key stakeholder audiences
- Support community relations initiatives and the promotion of WooSox Foundation events
- Assist social media team with the creation of content on all platforms gaining over seven million impressions per month
- Cultivate relationships with regional media outlets as well as within the Red Sox organization

Social Media Intern Sept. 2021 - May 2022
Harrington School of Communication and Media | Kingston, RI

- Monitor social media trends, algorithms, and campus community to create relevant content
- Produce content from pitch to post specific for all social media platforms
- Launch cross-departmental scholarship campaign resulting in over 25k views
- Maintain image and copy standards using URI Harrington style guidelines
- Evaluate analytics tracking growth and engagement via Keyhole

Media Relations Assistant July 2020 - May 2022
Club Sports, University of Rhode Island | Kingston, RI

- Produce written content for print, web and email for 18 sports programs
- Build and maintain relationships with university and local media outlets for team coverage
- Track team media coverage conducting reports for the marketing department
- Introduce and oversaw team media days generating content for social media
- Collaborate with the Club Sports Coordinator and Director of Marketing on the development and distribution of media materials including press releases, game recaps and social media style guides

Director of Public Relations Dec. 2018 - May 2020
The Good Five-Cent Cigar | Kingston, RI

- Pitch and develop social media campaign for university newspaper
- Coordinate regular content via social trackers and content calendars
- Implement new branding strategies ensuring consistent voice across all platforms
- Grow social media following on Instagram by 250%

RELATED EXPERIENCE & CERTIFICATIONS

Agency Ready Certificate July 2021
PR Council | Remote

- Successfully completed 20-hour program on critical areas of integrated marketing communications, including courses on client service, strategic planning, applying data, digital innovation, social media strategy, crisis communication and more

Women of the Regional Sports Network Externship Program June 2020 - Aug. 2020
FOX Sports | Remote

- Engaged in eight-week leadership seminar focused on the different areas and career paths within the Regional Sports Network including television production, sales, marketing, merchandising and media relations

Social Media Certificate April 2020
HubSpot | Remote

- Completed certification course assessing social media strategies, analytical skills, successful outreach campaigns, management platforms and influencer marketing

EDUCATION

University of Rhode Island
2018- 2022
Bachelor of Arts in Public Relations, Journalism and Sports Media

SKILLS

Content Creation
Brand Management
Social Media Strategy
Media Relations
Digital Photography
Copyediting
Event Planning
Sports Writing
Social Media Analytics
Trend Forecasting
Photo Editing
Sports Marketing
Project Management
Creative Design
Web Management
AP Style
Adobe Suite
Canva
Google Workspace
Google Analytics
Microsoft Office
Keyhole
Mailchimp
Slack
Zoom

INVOLVEMENT

Member, Public Relations Society of America (PRSA) Boston
Member, Women in Sports and Entertainment Boston
President, URI Public Relations Student Society of America (PRSSA)
District Ambassador, Public Relations Student Society of America National (PRSSA)
Staff Photographer, The Good Five-Cent Cigar
Visual Media Chair, Chi Omega Fraternity