

# Karlee Worthen

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574-904-7754

## EXPERIENCE

### **NBA**

#### ***Social and Digital Publisher***

Secaucus, New Jersey

June 2022 - August 2024

- Managed a team of 5-10 people daily. Served as a point-of-contact for 7+ departments. Made real-time, executive decisions for the digital team in the fast-paced environment of sports.
- Lead publisher for @NBAFantasy X account, bringing in 20,000 new followers and posting the
- highest performing post in the account's last 5 years (8.75M impressions).
- Worked as a part of the NBA's Emerging Media group to identify, create, distribute, and publish content for the NBA's social/digital platforms along with its many domestic/international partners
- Pitched and produced content around historical events: LeBron becoming the all-time leading scorer (225 million video views, most ever for a regular season game), the All-Star Weekend, Finals,, etc... generating over 1 billion video views across NBA social and digital platforms.
- Pitched sellable content franchises to the partnerships team, including 'Microsoft Bytes', which reached 3 million+ views
- over the 2023-24 season.
- Collaborated with NBA influencers (Tristan Jass, Lethal Shooter, Kai Cenat, Jesser, Bebida Tailgate, etc...) to create and amplify engaging content around NBA All-Star, Abu Dhabi Games, In-Season Tournament, NBA Finals, and more.

### **Thrive Fantasy**

#### ***Social Media Coordinator***

New York, New York

December 2021 - May 2022

- Identify trending storylines to create, produce, and optimize content across Twitter, Instagram, TikTok, and Facebook
- Created TikTok page from scratch. Utilized Splice to record, edit, and post original and UGC content. Earned over 600,000 video views in 6 months.
- Ideated and planned content around key sporting events, and holidays with Loomly, Hootsuite, Tweetdeck, Asana. Produced engaging graphics and memes with Canva, Picsart, and Capcut.

### **Excel Sports Management**

#### ***Social Media Intern***

New York, New York

September 2021 - December 2021

- Collaborated with the social media director to implement strategy for social channels, including the growth of newly launched Excel Baseball Instagram.
- Coordinated daily client news email keeping informed on Excel's 200+ clients that went out company-wide leading to social posts, PR initiatives and multi-million dollar brand marketing deals.

### **Utah Valley University Athletics**

#### ***Assistant Director of Athletic Development***

Orem, Utah

September 2018 - September 2020

- Adeptly maintained over 100,000 incoming donations and shipment of benefits in an efficient manner.
- Spearheaded first-ever athletics crowdfunding campaign that boosted donations by ~200%.
- Conducted in-depth research for various projects for coaches, athletic administration, and University President's office.

## EDUCATION

### **BYU-Idaho**

#### ***B.S., Recreation Management***

Rexburg, Idaho

2013-2017

### **Iona University**

#### ***M.S., Sports Media and Communication***

New Rochelle, New York

2021-2022

- 2022 Graduate Departmental Award

## SKILLS AND PERSONAL

- Adobe Premiere, Audition, Photoshop, Microsoft Office, Google Suite, Airtable, Greenfly, Wordpress, Storyteller, WSC, Slate, AP Style
- [Avid moviegoer](#), TV watcher, and Broadway connoisseur. [Passionate basketball court photographer](#).