

Karlee Worthen

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EXPERIENCE

NBA

Secaucus, New Jersey

June 2022 - August 2024

Social and Digital Publisher

- 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

New York, New York

December 2021 - May 2022

Social Media Coordinator

- 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

New York, New York

September 2021 - December 2021

Social Media Intern

- 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

Orem, Utah

September 2018 - September 2020

Assistant Director of Athletic Development

- 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

Rexburg, Idaho

B.S., Recreation Management

2013-2017

Iona University

New Rochelle, New York

M.S., Sports Media and Communication

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](#).