

Trey Miller

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SUMMARY

Experienced public relations, social media and marketing professional

- Versatile and creative with experience in branding to a diverse audience
- Organized, self-starter with a unique attachment to the Penn State College of Communications
- Strong feature and press release writing skills with the ability to work with others as a team

SOCIAL MEDIA

Experience with Instagram, Facebook, Twitter, LinkedIn and Pinterest
Led social media efforts for assigned sports with Rutgers and Penn State athletics
Started an Instagram account for Rutgers men's lacrosse
Successfully integrated interactive Twitter Q&A in-season sessions for Rutgers wrestling

SKILLS

Experienced with Adobe InDesign, PhotoShop, Dreamweaver, Premiere Pro and Quark
Familiar with HTML coding, video editing and photography
Advanced knowledge of AP Style and the Penn State editorial style
Proficient in Microsoft programs, Mac-based platform and social media

EXPERIENCE

Penn State Athletic Communications

July 2014-Present

Assistant Director of Athletic Communications

University Park, Pa.

- Primary public relations/media relations contact for baseball, field hockey, women's swimming and diving.
- Responsible for initiating/completing promotional projects including video, social media and website features.
- Shoot and edit video content for GoPSUsports.com.
- Manage GoPSUsports.com website pages for assigned sports.
- Create regular social media graphics promoting awards, game days, etc.
- Promote sports to a variety of audiences, including alumni and fans, by writing press releases, handling media requests, compiling media guides/game notes, handling social media efforts and managing game day events.

Rutgers Athletic Communications

July 2012-June 2014

Assistant Director of Athletic Communications/Athletic Communications Assistant

Piscataway, NJ

- Promoted to assistant director of athletic communications on July 1, 2013 after a year as an athletic communications assistant.
- Served as primary media relations contact for baseball, field hockey, gymnastics, men's lacrosse, tennis, volleyball and wrestling in two years, promoting events and teams on ScarletKnights.com.
- Coordinated video and website material for assigned sports and created social media graphics.
- Traveled with men's basketball and football as part of media relations team.
- Handled press releases, game notes, media guides, social media efforts, game day management, alumni newsletters and media relations for assigned sports, including assisting with men's basketball and football.
- Compiled regular lacrosse social media graphics with PhotoShop for "Player of the Game," game day countdowns and milestone achievements.
- Wrote regular feature stories for the football game day program.
- Hosted 2013 EIWA Wrestling Championships, successfully coordinating with 14 teams and the EIWA, producing the tournament program and running social media efforts.

Penn State Athletic Communications

Fall 2008-Spring 2012

Sports Information Intern

University Park, PA

- Primary women's golf contact for three seasons, compiling two team yearbooks.
- Hosted four women's golf home tournaments, including the NCAA East Regional in 2012.
- Big Ten volunteer at 2010 conference men's basketball tournament in Indianapolis.

EDUCATION

Pennsylvania State University

May 2012

B.A. in Journalism; John Curley Center for Sports Journalism

University Park, PA

GPA: 3.60 Major/3.40 Overall, Minor in Kinesiology/Dean's List

Received Hearst Journalism Sports Writing Award; major feature story voted No. 1 in the nation