

Abby Reinstein

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EDUCATION

Miami University

Bachelor of Arts, Sport Communication and Media

Oxford, OH

January 2023-May 2025

College of Lake County

GPA 4.0, Honors Student & Phi Theta Kappa at CLC

Grayslake, IL

August 2022-December 2022

WORK EXPERIENCE

Miami University Athletics Department

Oxford, OH

Lead Ice Hockey Social Media Intern/Social Media Manager

January 2023-Present

- Lead a group of 2-3 interns to complete social media initiatives and provide leadership in project execution, fostering a collaborative team environment
- Utilizing DSLR and iPhone cameras to collect, edit, and post high-quality content
- Responsible for in-game social media management and overseeing Twitter feed
- Design eye-catching graphics for team-sponsored events and gamedays when necessary
- Work alongside the executive team and social media interns to create a cohesive feed
- Ideate, create, and fulfill a content calendar to align with our marketing goals

Cincinnati Reds

Cincinnati, OH

Corporate Partnership Fulfillment Intern

March 2024-September 2024

- Assist with events such as the Corporate Partnerships Golf Outing, Games, Batting Practices, Pre-Game Ceremonies, and other sponsor-related events.
- Participate in Intern Call day opportunities; Selling a premium seating package to Season Ticket Holders
- Organize and hold Reds Kid Clubs events, including Player Q & A's and Run-Ons
- Responsible for special assignments, including Kroger Meal Deal, Bark in the Park, exit samples, post-game concerts, and other sponsor-related events.

Columbus Blue Jackets

Columbus, OH

Corporate Partnership Activation Intern

September 2023-April 2024

- Performing game night tasks related to the fulfillment of sponsorship assets
- Organize and take the lead on photo organization
- Complete renewal and recap decks for partners
- Responsible for completing an in-market promotion from start to finish
- Tracking sponsorship inclusion in digital, social, and in-game signage.
- Managing and assisting with Corporate Partnerships events and off-site partner events (corporate partner networking events, pregame receptions, mascot appearances, viewing parties, etc.).

TECHNICAL SKILLS

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- Software: Microsoft 365, Canva, Adobe Creative Suite
 - Social Media: Instagram, TikTok, Facebook, X (previously Twitter), YouTube