

HALEIGH SHEDD

CHARLOTTE, NORTH CAROLINA

EDUCATION

Winthrop University—Rock Hill, SC
Bachelor of Arts, Mass Communication
Minor, Outdoor Leadership

GET IN TOUCH

843-245-4306
sheddh2@gmail.com
sheddaleigh.wixsite.com/portfolio

CURRENT ROLE

MAJOR LEAGUE CRICKET | DIGITAL + SOCIAL MEDIA LEAD

APRIL 2025 - CURRENT

- Spearhead strategy + content creation across Facebook, Instagram, X, Threads, YouTube, WhatsApp
- During a four month pre-season and in-season period, our team:
 - Increased MLC's audience by 45%, resulting in 273k new followers
 - Obtained 406M impressions across owned social channels—a 152% increase YoY
 - Acquired 11.6M engagements across owned social channels—a 93% increase YoY
- Create in-match photo, video, and graphic design content to provide top-tier social media coverage for cricket fans worldwide and grow Major + Minor League Cricket's online audiences in the United States
- Led a team of in-season content creators while simultaneously fulfilling critical sponsor entitlements
- Traveled for 38 consecutive days to provide social media coverage for 34 in-season matches

RELEVANT EXPERIENCE

AMERICAN CORNHOLE LEAGUE | DIRECTOR OF MARKETING + COMMUNICATION

SEPTEMBER 2020 - MARCH 2025

- Spearheaded social media strategy and content creation from September 2020 to September 2024
 - Acquired 780K+ collective followers across Facebook, Instagram, X, TikTok, and YouTube
 - Gained 1.5B+ impressions across Facebook, Instagram, and YouTube
 - Obtained 33.6M+ engagements between Facebook and Instagram
 - Grew Facebook page by over 81.6K+ likes
 - Received 23M+ views and 3.2M hours of watch time on YouTube
- Provided insight and final approvals for creative social media, video, and design assets
- Wrote insightful, compelling social media and website copy that articulated the ACL's brand voice
- Created relevant, entertaining, and informative social-focused video content
- Continuously developed and fine-tuned social media strategy
- Educated online audiences about the ACL brand and its stakeholders through social platforms
- Developed brand voice and style guidelines for primary and satellite social media accounts
- Oversaw day-to-day marketing operations and provided problem-solving solutions to team members
- Collaborated with creative team to ideate and execute projects that told the ACL brand story
- Shot, edited, and published content at ACL Pro events to support on-site social efforts in real time
- Oversaw, directed, filmed, and/or led ACL Pro feature interviews for television and social media
- Ideated and designed graphics for social media outlets and event venues
- Managed a team of three social media content creators while working closely with the ACL's CMO
- Developed and organized photo, video, and social media content archives
- Fielded and interviewed potential candidates while building the league's content team

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THE BRONZE OWL MEDIA | PHOTOGRAPHER + VIDEOGRAPHER, OWNER

JUNE 2015 - APRIL 2023

- Specialized in portrait, event, and commercial photography + event videography
- Produced creative photo and film content with Adobe Creative Suite applications
- Communicated with clients to coordinate event or session logistics
- Delivered high-quality content to preserve fond memories
- Managed contracts and bookings while ensuring all agreements were fulfilled

SKIPPER PETS | MARKETING COORDINATOR

NOVEMBER 2019 - MARCH 2020

- Curated social media content calendars and built rapport with online communities
- Created engaging written content that was used across a variety of multimedia platforms
- Planned and executed pet-focused studio and lifestyle photoshoots
- Managed paid ads account and documented progress on a bi-monthly basis
- Executed all commercial email communication with Skipper & Skiptown clients
- Fostered positive relationships with local apartments and Skiptown stakeholders

KLIK MARKETING | MARKETING COORDINATOR + SOCIAL MEDIA SPECIALIST

APRIL 2019 - NOVEMBER 2019

- Served ten unique clients and supported other agency accounts through photo and video work
- Performed client-facing communication and brokered positive interpersonal relationships
- Photographed and filmed creative content for social media, website, and email marketing purposes
- Reported monthly statistics on various unique client KPIs for social media and email marketing
- Wrote copy for social media, email campaigns, blog posts, and miscellaneous tasks
- Brought client visions to life through creative photo, video, written, and graphic design assets

TECHNICAL SKILLS

Social media strategy
Graphic Design
Content creation

Photography
Videography
Video editing

Copywriting
Project management
Email marketing

PORTFOLIO

Please visit sheddhaleigh.wixsite.com/portfolio to view my recent photo, video, and graphic design samples or visit gondola.cc/sheddster77 to see my social media samples.

REFERENCES

RUSHIL MEHTA
rushil.nyc@gmail.com
646-238-8654

DUSTY THOMPSON
thompsondw@winthrop.edu
803-323-7273

EMILY REYNOLDS
emilynreynolds@yahoo.com
623-293-1880