

NANCY HALL

Content Specialist

With my degree in Sports Management, I've carved out a dynamic career as a Social Media Specialist at Pacers Sports and Entertainment. I'm known for my profound passion for both sports management and photography, excelling in the realms of sports and portrait photography. My expertise in content creation and social media editing showcases my ability to engage audiences effectively and creatively.

Work Experience

+1 (775) 771-1739

nancyhall011@outlook.com

Indianapolis, IN
*relocating to Austin

www.nancyhallphoto.com

Education

Master's of Sport Management

St Mary's University London

Sept. 2024 - May 2025

Bachelor's of Science in Education

Baylor University

August 2021 - May 2024

Skills

Content Creation

Photography

Lightroom

Photoshop

Hootsuite

Story writing

CMS

Mailchimp

Adobe Creative cloud

WSC/ClipPro

Greenfly

Sprout

Monday.com

Pacers Sports & Entertainment

June 2025 - Present

Social Media Specialist

- Create and schedule engaging content across Pacers social media platforms to drive fan engagement and elevate brand presence
- Use WSC Sports and ClipPro to generate real-time highlights for social media and YouTube
- Organize and tag photos using Greenfly for player use and team content distribution
- Assist with real-time game coverage, capturing and posting behind-the-scenes content
- Collaborate with internal teams to maintain a consistent voice and visual identity
- Analyze performance metrics and support league-wide initiatives with timely, creative content
- Create videos and edit photos using Slate, Adobe Premier, Photoshop and Lightroom

Baylor Athletics

August 2021- May 2024

Athletics Photographer

- Photographed and captured content for different Baylor events including basketball, football, soccer, baseball and tennis for their official social media platforms
- Edited and exported photos using Lightroom
- Uploaded photos using Box software and sent them to the PR department
- Worked directly with PlayFly to capture images of each client's advertising such as Pepsi, Chevy, HEB and Canes
- Photographed client's graphics on the video board during each quarter and halftime
- Attended all home football games and walked the stadium and field to capture client's signs and merchandise stands

American Junior Golf Association

May 2024 - August 2024

Summer Communications Intern

- Traveled for 15 weeks to a different location setting up/hosting different golf tournaments
- Worked with full time communications staff to update and post social media content weekly
- Captured photos and videos of junior players throughout the tournaments
- Wrote articles about the tournament itself and the tournament champions at the end of the week
- Utilized Capcut to make TikTok and Instagram videos and used Canva to make graphics and Instagram stories

Official League

January 2025 - June 2025

Social Media Intern

- Assist in developing and executing social media campaigns to drive traffic, increase followers, and boost engagement.
- Brainstorm creative ideas and write compelling copy for campaigns and initiatives.
- Support content creation, including short-form video content for platforms like Instagram, TikTok, and more.
- Participate in community management by engaging with followers and clients on Twitter, Instagram, Facebook, and TikTok.
- Analyze monthly analytics reports for Official League's social media accounts.