

JERRY RIZZO

OBJECTIVE To utilize my experience within the field of digital communications in order to help manage dynamic projects for leading organizations

- SKILLS & ABILITIES**
- Fluency in HTML, CSS, Drupal, Neolane, Wordpress, Microsoft Office, Final Cut Pro X, and the complete Adobe Creative Suite 6 Design & Web Premium
 - Extensive digital media marketing background, including design, delivery and key performance indicator reporting of all Philadelphia 76ers' digital media properties
 - Strong understanding of digital planning and delivery across various digital media platforms and the social web
-

EXPERIENCE **DIGITAL MEDIA COORDINATOR, PHILADELPHIA 76ERS**

(December 2011 - Present)

- Develop, design and deliver digital media programming for an online community of over 500,000 subscribers
- Plan and deliver timely sales, marketing and communications messaging to 76ers' email and mobile subscribers, as well as manage subscription database
- Optimize social media CMS tools such as Buddy Media, Tweetdeck, Hootsuite, Mass Relevance and Topsy to create detailed KPI reports for internal distribution and corporate partners
- Regularly interface with NBA Digital for web and social needs for Sixers.com, Sevens.com and all of the 76ers' social media properties
- Provide graphic design, photography and video for all 76ers' community and sponsorship events

NEW MEDIA INTERN, BRADFORD MEDIA GROUP

(May 2011 – December 2011)

- Prepared strategy proposals and optimized social channels for clients
 - Created detailed community content calendars and reports
-

EDUCATION **PENN STATE UNIVERSITY, UNIVERSITY PARK, PA**

BA Public Relations, (May 2011)