

# TERYN D. BRILL

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## PROFILE

- Organized, Detail Oriented, Energetic Social Media Manager
- Over two years of experience managing social media sites for various organizations
- Excellent operational, communication and leadership skills
- Work well independently and in team environments; adapt well to change
- Self starter with a proven track record

## PROFESSIONAL EXPERIENCE

USA Field Hockey, Colorado Springs, C.O., March 2015 – Present  
*Communications and Marketing Coordinator*

### Role:

- Responsible for enhancing the audience's online relationship with USA Field Hockey through website, managing social media accounts and continually improving brand reputation and consistency across all communication platforms
- Mission is to increase awareness of field hockey, and USA Field Hockey, and to enhance the user experience through all of USA Field Hockey's social media platforms

University of North Carolina at Chapel Hill, Chapel Hill, N.C., June 2012 – November 2014  
*Interim Assistant Coach/Director of Operations/Social Media Manager – UNC Athletics (Field Hockey)*

### Role:

- Manage social media presence for the University of North Carolina Field Hockey team including Twitter, Facebook and Instagram
- Produce all media relations material for all games and events
- Develop monthly newsletters for Carolina Field Hockey Alumni and Fans
- Plan and manage all aspects of travel for the team
- Practice planning, recruiting and player development

### Accomplishments:

- Delivered high quality results in organizational skills planning accommodations, meals and transportation
- Consistently recognized for going above and beyond in making sure practices, events, games and travel runs smoothly for coaches, players, parents and opponent teams
- Forged excellent relationships with the athletic department events staff and operational team, facilities and grounds crew team, other head and assistant coaches, and associate and head athletic directors, and media relations team

Compassion It, San Diego, C.A. (Remote), September 2012 - Present  
*Social Media Manager*

### Role:

- Manage all social media sites including Facebook, Twitter, Google+, YouTube, Instagram, LinkedIn, and Pinterest to update the public on the movement
- Update the fan base of the movement and how it is positively impacting people around the world
- Market the Compassion It campaign and drive awareness to the various sites

### Accomplishments:

- Delivered high quality results in driving traffic to all social media sites and has increased fan followership
- Consistently recognized for excellent organizational skills in content planning and digital communication
- Forged

Nedstar Field Hockey, USA, Chapel Hill, N.C., July 2011 - Present  
*Social Media Manager, Sales*

**Role:**

- Create campaigns to drive brand awareness
- Created and manage online social media sites, Facebook and Twitter
- Coordinate with followers to ensure awareness of new merchandise offerings

**Accomplishments:**

- Created marketing material which increased sales by 20%
- Successfully drive brand awareness for a new field hockey company through media relations

**INTERSHIPS**

PMG Sports, Cary, N.C., June 2012 – July 2012  
*Social Media Manager, Blogger*

**Role:**

- Content wrote for social media sites, Facebook and Twitter
- Started the sister company, The Trending 10, YouTube Channel
- Wrote blogs for and about PMG Sports sponsored athletes

**ADDITIONAL EXPERIENCE**

- Involved in creating public relations campaigns and materials for community based non profit organizations (2010-2011)
- Active in coaching Middle School, High School, College (camps), and Club Field Hockey Teams (2010-2014)
- Proficient in IMB/Windows and Mac operating systems, Word, PowerPoint, Excel, Publisher and Photoshop

**EDUCATION**

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Chapel Hill, N.C.  
 Bachelor's Degree in Journalism and Mass Communication – Public Relations, 2011

**AWARDS & HONORS**

- Selected to participate in the Carolina Leadership Academy Program - UNC-Chapel Hill, 2007-2011
- Dean's List - 2009, 2010
- Atlantic Coast Conference Academic Honor Roll, 2008-2010
- All-Atlantic Coast Conference Academic Team, 2010, 2011
- Recipient of the Unsung Hero Award for consistently being an integral part of the team's success, 2011

**PORTFOLIO**

<http://terynbrill.wordpress.com/>