

# ERIC URIBE



## EXPERIENCE

- 2017** **CITY OF ORLANDO VENUES (ORLANDO, FL)**  
Marketing Intern
  - Promoted sport & entertainment events for the city-owned venues — Amway Center and Camping World Stadium — through strategic social media content. Introduced Instagram stories as new platform to engage with the venues' fans.
- 2017** **UCF DEVOS SPORT BUSINESS MANAGEMENT PROGRAM (ORLANDO, FL)**  
Brand Manager
  - Created content for my graduate program's social media channels, boosting impressions by over 100,000 from previous year. Led the marketing for a first-time charity run honoring the Pulse shooting victims, which drew 830 runners.
- 2016-2017** **NATIONAL CONSORTIUM FOR ACADEMICS & SPORT (ORLANDO, FL)**  
Graduate Assistant
  - Oversaw the digital marketing efforts for a nationally-recognized nonprofit organization. Communicate with 280 collegiate athletic programs via social media posts, live video streams, and email newsletters.
- 2015-2016** **WHITE RABBIT AGENCY (RENO, NV)**  
Project Manager
  - Collaborated with a team of designers, developers, and content creators to build websites, mobile applications, and marketing campaigns — all while beating project deadlines and budgets.
- 2012-2015** **THE NEVADA SAGEBRUSH (RENO, NV)**  
Sports Editor
  - Managed the five-page sports section of a Pacemaker-winning weekly newspaper. Wrote and edited stories covering all of Nevada Wolf Pack sports. Cooperated with page designers and photographers to visualize stories.


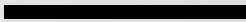


## EDUCATION

- 2017** **UNIVERSITY OF CENTRAL FLORIDA**  
Master of Business Administration  
Master's in Sports Business Administration
- 2015** **UNIVERSITY OF NEVADA, RENO**  
Bachelor of Arts in Journalism

## CONTACT

(775) 388-2863  
ericuribe@nevada.unr.edu  
www.ericuribe.com

## SKILLS

Spanish   
Writing   
Marketing   
Videography   
Photography 