

# Caleb Christensen

## SPORTS MARKETING

### EDUCATION

#### **Bachelor of Science Degree: Journalism**

News editorial emphasis with a social media minor  
South Dakota State - Brookings, South Dakota  
December 2018

### RELEVANT EXPERIENCE

#### **Graduate Assistant Sports Information | Augustana Athletics | January 2019-Present**

- Primary contact for six sports: volleyball, women's golf, swim, women's basketball and men's and women's tennis
- Created content for social media pages for nine athletic teams: basketball, baseball, golf, swim, softball, tennis, track and field, wrestling and volleyball
- Helped manage game operations for nine athletic teams: basketball, baseball, golf, swim, softball, tennis, track and field, wrestling and volleyball
- Called and inputted basketball, baseball and softball on Statcrew Legacy
- Assisted in game-time updates on Twitter for basketball, baseball, golf, swim, softball, tennis, track and field and wrestling
- Created Box Out Sports infographics for basketball, baseball, golf, swim, softball, tennis track and field
- Created graphics for the baseball, softball, tennis and volleyball teams
- Shot and edited video for basketball, baseball, swim, softball, tennis, volleyball and wrestling
- Created motion graphics for baseball, softball and volleyball
- Assisted in hosting the 2019 Division II Baseball Central 1 Regionals and the Central Super Regionals

#### **Prephoops Dakota Writer | Prephoops | January 2018 – Present**

- Create content for Twitter at basketball games to increase my social media presence
- Write three-to-four preview and game stories along with feature stories on various athletes

#### **Sports Information Intern | South Dakota State Athletics | June 2017-December 2018**

- Helped manage game operations for five athletic teams: basketball, football, soccer, track and field, volleyball
- Called and inputted basketball on Statcrew Legacy
- Organized press conferences and assisted in game-time updates on Twitter for football, volleyball, basketball and track and field
- Created Box Out Sports infographics for football, basketball and volleyball
- Fluent on SideArm website platform
- Wrote student-athlete and coaches biographies for equestrian and cross country
- Wrote 10-15 press releases for football, tennis, equestrian and cross country, along with feature stories for GoJacks.com

### OTHER EXPERIENCE

#### **Summit League Communications Volunteer**

Assisted with inputting on the backup statcrew, recording fouls, escorting players to and from the postgame press conferences and creating Box Out Sports infographics  
Summit League Basketball Tournament in Sioux Falls, S.D.  
March 2018

### Personal Data

#### **Address**

515 W 5th St  
Tea, S.D. 57064

#### **Phone**

402-649-8062

#### **E-mail**

cachri05@gmail.com

### Social Media

#### **LinkedIn**

/caleb-christensen15

#### **Work Samples**

cachri05.wixsite.com/cechristensen

#### **Twitter**

/kcchris1

### Key Skills

Adobe Creative Suite  
Photoshop  
InDesign  
Adobe Premiere Pro  
Adobe After Effects  
Twitter  
Facebook  
Instagram  
Snapchat

### Management

Statcrew Legacy statistics  
Box Out Sports  
Quark  
SIDEARM Sports  
Wordpress

### Certifications

Google Analytics Certified  
Dean's List: Spring 2015,  
Spring 2018