TRAVIS HALL

Social Media Manager with Proven Success Leading High-Profile Brand Accounts

FXPFRIFNCF

Senior Coordinator, Social Media

San Francisco Giants

- Trusted with the day-to-day management of the San Francisco Giants' social media platforms, totaling over 7.4 million combined followers
- Launched and adapted a new TikTok strategy that grew the platform by more than **335,000** followers (**118.8%** growth)
- Tripled our TikTok video production, garnering 133.8M views and 14.1M likes as well as earning third place across all of MLB in 2023 in terms of views, likes, and comments, respectively
- · More than doubled our output on Instagram from 2022 to 2024-increasing the number of posts by 143.4% and total engagements by 101.1%-while maintaining the sixth-highest engagements per post across MLB in 2024
- Live-covered more than 500 events from 2022-2024, amassing more than **140M** views and **28.7M** engagements across Instagram, Twitter/X, and Facebook
- · Designed and implemented social media run-of-shows for free agency acquisitions, top prospect debuts, MLB All-Star promotions, MLB's Mexico City Series, Giants FanFest, and more
- · Spearheaded the execution of all in-game sponsored content, working interdepartmentally with our partnerships team

Coordinator, Social Media & Marketing

Sacramento River Cats

ii 04/2021 - 03/2022 **♀** Sacramento, CA

- · Constructed a brand-new social media strategy and grew River Cats social media by 30,397 followers (16.6% growth)
- Reinvented River Cats Instagram and increased our following by 37.7%
- · Achieved 22.9M impressions on Twitter, making it the most successful year in franchise history
- Ranked second in Triple-A baseball with 102,054 Facebook interactions in '21
- One of only six teams in Minor League Baseball with more than one million Facebook video views in 2021 (1.08M)
- Established a TikTok account from scratch, manufacturing 11.9k followers and 124.8k likes
- Made Sacramento one of the most-followed organizations out of all 120+ MiLB teams (Facebook-5th, Instagram-6th, Twitter-13th, TikTok-13th)
- Ran over 60 social media ads, amassing 1.01M impressions and limiting CPM to \$4.29, which was 40.3% cheaper than average

Coordinator of Football Media

University of Southern Mississippi

= 05/2020 - 03/2021

Hattiesburg, MS

- Generated more than 1.79M social media impressions, 582k video views and 125k post engagements during the 2020 season
- Tasked with producing game day content on social media for the Southern Miss Football social media accounts that boasted a combined 86k followers
- Created and developed an all-new, original docu-series named 11 Brothers that aired on Fox Sports and MSG Network and was submitted by the university for the 2021 NACMA Best Digital Video Segment Award
- Responsible for writing, directing, filming and editing each episode of 11 Brothers in addition to managing the show's narrator and three GAs

Communications Intern

Rockford IceHogs

= 09/2019 - 04/2020

• Rockford, IL

- Managed the team's Facebook, Twitter, Instagram, Snapchat and YouTube accounts, which combined for over 150k followers
- Responsible for live-tweeting every home and away game for @goicehogs (50k followers) and maintaining the team website, IceHogs.com

FDUCATION

Business, Communications &

Marketing

GPA

3.58 / 4.0

Lebanon Valley College

SOCIAL MEDIA SKILL SET

Brand Voice Development & Execution

Reactive Social Media Coverage (Live Events)

Copywriting

Storytelling

Trend Monitoring

ACCOUNTS I MANAGE

TikTok

tiktok.com/@sfgiants

Instagram

instagram.com/sfgiants

x.com/sfgiants

Facebook

facebook.com/giants

Threads

threads.com/@sfgiants

REFERENCES

Carolyn Scherpe - Senior Coordinator, Promotions & Events at Houston Astros

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Bailey Rohrer - Administrative Assistant at Cosumnes CSD

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