

Trey W. Rogers

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Summary

Creative and innovative sports communication specialist with hands-on experience in content creation, advertising, marketing, event planning, and coaching. Adept at leveraging social media platforms to build brand presence and engage audiences. Proven track record in multimedia production and event management.

Skills

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
 - Experienced in managing and growing social media platforms (Instagram, Twitter, Facebook, TikTok)
 - Competent in website management and content creation
 - Proven ability to build and manage social media accounts with over 13,000 followers, 348.5k total page likes, and a video exceeding 1 million views by effectively connecting athletes, plays, and fashion to trending topics and sounds
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Experience

Kids Camp Lead Intern, Steel Sports

May 2024 – Present

- Coordinated and coached multi-sport camps for children along the East Coast
- Focused on instilling core values of teamwork, respect, integrity, and commitment in young athletes
- Developed and implemented engaging sports activities and educational programs to enhance children's physical and social skills

Marketing and Research Associate Intern, RecruitU

May 2024 – Present

- Created compelling content for various social media platforms to boost engagement and visibility

- Developed and produced website content, ensuring it was informative and engaging
- Conducted comprehensive research on college sports teams to create accurate and insightful ranking systems

Multimedia Production Intern, Rowan University Athletics

September 2023 – January 2024

- Edited and compiled highlight reels for Rowan Athletics, showcasing key moments and performances
- Produced hype videos to generate excitement and support for athletic events
- Designed graphics for the Rowan Athletics social media accounts to maintain a dynamic and appealing online presence
- Operated cameras for live streaming sports events, ensuring high-quality video output

Sales Representative, Approach Clothing

May 2021 – August 2023

- Traveled along the East Coast to sell official merchandise at youth lacrosse, volleyball, and field hockey tournaments
- Managed vendor setup and developed effective selling strategies in collaboration with tournament organizers
- Provided excellent customer service and boosted sales through engaging and persuasive communication

Education

Rowan University

September 2022 – May 2024

Bachelor's in Sports Communications and Media
Concentration in Public Relations and Advertising

Rowan College of South Jersey (Gloucester County)

September 2020 – May 2022

Associate's Degree in Business Administration

References

William Voight
Rowan Athletics Multimedia Coordinator
Phone: 856-256-4543