

# COLIN SPAULDING

## WORK EXPERIENCE

### Scurfield Group | Account Coordinator | Houston, Texas

January 2024 – Present

- Serve as account coordinator for multiple nationally recognized clients across industries including hospitality, retail, festivals, sports, and entertainment; notable clients include [Trill Burgers, U.S Coins and Jewelry](#) and [Celebrity Mint](#), among others
- Proactively cultivate relationships with local, regional, and national media, as well as influencers, to amplify brand visibility and drive PR opportunities, securing placements in prominent media outlets
- Prepare written materials, including media alerts, press releases, event roundups, post-event coverage reports, talking points and FAQs
- Field media inquiries and facilitate interviews with relevant spokespeople or leadership
- Contribute to strategic planning sessions meetings, providing counsel and recommendations on approach, key messages, channels, and tactics, to develop comprehensive PR and communications plans for clients
- Lead and support client meetings to define deliverables, track progress, and ensure deadlines are met

### Houston Roughnecks | United Football League | Communications Coordinator (*Seasonal*) | Houston, Texas

March 2024 – June 2024 & March 2025 – June 2025

- Oversaw the media credential process for all home games during the 2024 and 2025 UFL season; managed accreditation for additional guests, including League staff, sponsors, vendors, VIPs, and media partners
- Managed press box and game day media operations at Rice University (2024) and the University of Houston's TDECU Stadium (2025); supervised game day staff, including PR runners, and coordinated post-game press conferences, facilitating both in-person and Zoom media availabilities for local and remote outlets
- Supported the Director of Team Communications & Media Relations as the secondary media contact for all team-based media inquiries; helped coordinate player and coach appearances and facilitated media interviews and photo/video shoots
- Wrote, developed, and produced team materials, including weekly game notes, statistics/records and postgame recaps



## CONTACT INFORMATION

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[LinkedIn Profile](#)

[Link to Portfolio](#)

## EDUCATION

American International College  
B.S. in Business Management  
Minor in Sports Management

- Graduated in 2022
- Student Athlete on Men's Soccer Team
- President of Sport Management Club

## SKILLS

- Adobe InDesign
- AP Style
- Meltwater
- Microsoft Office
- Sidearm
- StatCrew
- WordPress

## WORK EXPERIENCE CONTINUED

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- Assisted in planning and execution of community events, including initiatives with the Houston Public Library, area schools, and local restaurants

### **Valero Alamo Bowl | San Antonio Bowl Association | Communications Coordinator (*Seasonal*) | San Antonio, Texas**

August 2023 – January 2024

- Managed community initiatives, such as High School Student-Athlete Scholarship awards and Valero Alamo Bowl Extra Yard for Teachers
- Assisted in the content creation and managing of Valero Alamo Bowl social media accounts that accounted for over 42,000 impressions and 2.3% engagement rate
- Managed the creation of the 2023 Valero Alamo Bowl Game Program, Fan Guide, and Media Guide
- Created content and the distribution of weekly Bowl Insider Newsletter
- Oversaw the online credentialing, as well as press operations during Bowl Week

### **San Antonio Spurs | NBA | Game Night Communications Assistant | San Antonio, Texas**

September 2023 – December 2023

- Recorded and transcribed quotes during pregame and postgame player and coach press conferences for 2023-2024 San Antonio Spurs preseason and regular season games
- Distributed in game statistics to local and nation media members
- Handed out media credentials at media check in
- Assisted with the set-up of press areas, including labeling seats and setting out monitors and printers
- Wrote game recaps for select regular season games

### **2023 NCAA Men's Final Four Houston Local Organizing Committee (HLOC) | Harris County Houston Sports Authority | Postgraduate Marketing & Communications Intern | Houston, Texas**

August 2022 – May 2023

- Led marketing communications efforts for Final Four 4-Miler, including drafting and assisting with distribution of press release, creation of website content and interview talking points, and grassroots presentations to run clubs, resulting in 1,300 event registrants between February and April

## WORK EXPERIENCE CONTINUED

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- Assisted with managing on-site interviews between local media and NCAA and HLOC executives beginning August 2022 through March 2023, culminating in the management of approximately 50 live TV segment hits from March 31 – April 3
- Helped manage seven radio stations at Radio Row inside of Fan Fest during National Championship Week and supported Houston First Corporation with check-in at media hospitality lounge
- Worked directly with senior NCAA staff on creation of select Men's Final Four social media topics, content and assets, during October 2022 – March 2023, contributing to 4.9 million impressions, an average Engagement Rate of 5.2%, and more than 7,000 new fans
- Managed copywriting, asset selection and layout for multiple webpages on microsite (finalfourhouston.com) including ancillary event listings, Read to the Final Four and Things to Do In Houston, which accounted for 85,000 page views (more than half the page views between April 2022 – April 2023)
- Assisted in the creation and distribution of media kits, press conference talking points and run of shows
- Created social media toolkits for media and community partners for ancillary events and community initiatives
- Coordinated contracted photographers and videographers on-site at more than five major events

## REFERENCES

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Name – Brittany Rader

Title – Director of Public Relations for Professional Bull Riders

Email Address – brader@pbr.com

Phone Number – (346) 525-9796

Name – Carla Gomez

Title – Director of Marketing & Communications for 2023 NCAA Men's Final Four Houston Local

Organizing Committee/ Owner & Chief Engagement Officer of Pop Ratio

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Name – Kelsey McCullough

Title – Account Director for Scurfield Group

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