

Justin Schneider

EDUCATION

Masters in Sports Management and Legal Skills

ISDE, Barcelona — Oct 2022 - Jul 2023

Bachelor's in Sport Management & Minor in Business Management

Springfield College, Springfield, MA — Sep 2017 - May 2021

EMPLOYMENT HISTORY

Content Producer

FIBA 3x3, Freelance — May 2024 - Present

- Produce and manage social media content for FIBA 3x3, 3x3WT, and 3x3W, enhancing audience engagement.
- Create graphics and video content for high-profile events such as Olympics and Europe Cup Qualifiers.
- Develop engaging game-day content, driving significant increases in social media interactions.
- Collaborate with teams and federations to ensure quality is always at a maximum.

Social Media Lead (Volunteer)

Age in Spain, Remote — Apr 2024 - Present

- Develop and manage social media strategy across Facebook, Instagram, LinkedIn, boosting engagement.
- Implement targeted campaigns, resulting in measurable growth in follower count and interaction.
- Analyze performance metrics to refine strategies, ensuring continuous improvement and relevance.

Social Media & Digital Marketing Intern

Euroleague Basketball, Barcelona — Jan 2023 - Jul 2024

- Manage daily social media posts on Facebook, Twitter, Instagram, ensuring timely and engaging content.
- Oversaw sustainability and Greek accounts, crafting original captions and highlight videos.
- Provide live social media coverage for major events, including FC Barcelona Playoff matches and Final Four.
- Coordinate and create content for the U18 Adidas Next Generation Tournament
- Posts drive significant engagement, enhancing brand visibility and fan interaction.

Athletics Department Communications Intern

Fairfield University, Fairfield, CT, USA — Jan 2021 - Jul 2021

- Managed in-game statistics for NCAA Division 1 sports, ensuring accurate and timely data reporting.
- Edited live and post-game highlights for basketball, enhancing fan engagement with dynamic content.
- Maintained athletics website with up-to-date statistics, improving information accessibility.
- Developed a fan survey for the 2021 NCAA Men's Lacrosse Final Four, gathering valuable feedback from the COVID season.

SKILLS

Content creation	Event management
Social media marketing	Canva
CapCut	InShot
Microsoft 365	Clipro

LANGUAGES

English <i>Native</i>	Spanish <i>Proficient</i>
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