

TARYN BRAY

CONTACT

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4150 Woodridge Road,
Miami, FL 33133

EDUCATION

Bachelor of Science:

College of Journalism:

Telecommunications (Digital
Media and Broadcasting)

University of Florida,

Gainesville, FL

Graduation: April 2016

SKILLS

- HTML5/CSS
- Microsoft Office Suite
- Various CMS's including Drupal & Wordpress
- Google Analytics
- Twitter Analytics
- Facebook Insights
- Basic Photoshop
- Basic Adobe InDesign
- Adobe Dreamweaver
- Exact Target

REEL

<https://www.youtube.com/watch?v=WYiFN4CztXY>

CONNECT



LinkedIn: Taryn Bray



Twitter: @tarynbray

EXPERIENCE

Reporter - FloridaGators.com, University of Florida Athletic Association

August 2015 to present

- Write game coverage and feature stories for all Florida Gators sports including football, men's & women's basketball, volleyball, soccer, cross country, baseball, and softball
- Attend press conferences and media days to interview collegiate athletes and coaches
- Write scripts, shoot and edit own stand-ups

E-mail Marketing Student Assistant - UF Development & Alumni Affairs

January 2015 to present

- Create e-mails for marketing of alumni/donor events and news which includes building responsive HTML layouts compliant with major e-mail clients
- Liaison between requesting staff and senior administrators
- Analyze layout and content in testing systems

Communications Intern - College Football Semi-Final Playoff Capital One Orange Bowl

December 2015 - December 2015

- Managed content pages on Orange Bowl website
- Assisted in creating and pushing out social media content
- Compiled press conference transcriptions to be distributed to media

Consumer Marketing Intern - National Geographic Channel

June 2015 to August 2015

- Created executive summary and creative briefs for new season of show to be distributed channel wide to executives
- Led a comprehensive competitive review of key competitors and trends
- Part of team that developed the marketing programs for Breakthrough, Saints & Strangers, Dr. Pol, Wicked Tuna, and Dr. K by helping set the target and determine the correct media mix to launch

Social Media Intern - University of Florida Athletic Association

January 2015 to May 2015

- Generated daily content (photos, gifs, videos) and ideas for UF athletic social media accounts totaling over 1.6 million followers
- Exported and analyzed social media metrics for top 10 ranked collegiate social media team which includes over 10 Twitter accounts
- Strategized ways to improve engagement and impressions on platforms

Digital Content Intern - FC Dallas, Major League Soccer

May 2014 to August 2014

- Managed and created content on all social media platforms for FC Dallas
- Wrote, edited and published content for FCDallas.com and FCDallasYouth.com
- Monitored site traffic and produced Twitter, Facebook and website analytic reports
- Performed on-camera work for the FCDallas YouTube channel as well as for in-stadium jumbotron
- Part of FCDallas digital team that set website traffic records in June 2014 (420,000+ page views) & July 2014 (520,000+ page views)
- Conducted daily interviews with players after practices and games as well as taking photos and videos for social media accounts and website