

Contact

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monicaryanmedia.com

Education

Saint Louis University

May 2019

Bachelor of Arts

Communication-Journalism

Minors: Graphic Design and Sports Business

Skills

Graphics

- AfterEffects
- Illustrator
- InDesign
- Photoshop
- Canva

Livestream

- Livestream Studio
- OBS

Video Editing

- Final Cut Pro
- Premiere Pro

Writing

- AP Style
- Blogging
- Copywriting
- Press Releases
- News Writing

Other

- Drone Pilot
- iNews
- WordPress CMS

Monica Ryan

Experience

November 2022 - Present

Missouri Athletic Club - St. Louis, MO

Communications Strategist

- Increased the club's [social media videos](#) by **82%** from November 2022 to April 2024
- Streamlines the twice monthly podcast production of [MAC Connections](#), of which I host, produce, edit, and promote increasing recordings by **45%** from April 2023-24
- Manages members booking paid recording time in the podcast studio
- Creates videos to be played during award shows in the ballroom
- Coordinates the recording of high-profile guests for the [MAC Hermann Trophy Banquet](#) with Alexi Lalas and the [USBWA Awards](#) with Bill Walton
- Uses AI in Adobe Creative Cloud to populate captions and assist with photo editing
- Writes press releases earning publicity for events and the club's 120th anniversary
- Executes deadlines and curates content as the managing editor of the [club's monthly magazine](#), including editing columns from the GM and President
- Sends a twice weekly email newsletter to the club's **7,000+** members

June 2020 - November 2022

KTVI FOX 2 - St. Louis, MO

Digital Sports Reporter

- Hosted, produced, and wrote an on-air segment showcasing the day's popular stories
- Created "[The Female Field](#)" franchise in 2020 interviewing top female athletes including Becky Sauerbrunn, Blake Bolden, Sam Mewis, and Lynn Williams
- Reported on St. Louis' top sporting events including Cardinals Opening Day, USA vs. CAN Women's Hockey Game, Albert Pujols chasing 700 home runs
- Wrote daily news articles which consistently hit **600K** page views per month

Producer

- Produced, directed, and hosted daily Facebook livestreams to **955K** followers
- Edited tv stories for time and converted them to vertical format for TikTok and reels
- Lead station's strategy for short form video on social media channels, including [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#)
- Instagram and Facebook Reels received over **60,000** views consistently
- TikToks received over **10,000** views consistently
- Interpreted daily metrics to curate an email newsletter sent to **178,000** subscribers
- Member of Nexstar's inaugural Digital Leadership Development Program

May 2019 - June 2020

KRCG 13 - Jefferson City, MO

Digital and Broadcast Producer

- Coordinated camera shots, videos, and scripts of daily newscasts in iNEWS
- Communicated with reporters in the field as their stories had updates
- Posted content to social media accounts, reaching **20,000+** people on Facebook and **1,500+** on Instagram
- Grew Instagram engagements **40%** between September 2019 and January 2020

Personal Pursuits

- USA Field Hockey Level II Coach
- Parkway West High School Varsity Asst. Field Hockey Coach August 2021 - Present
- NCAA Field Hockey referee August 2022 - Present
- Gateway Club Field Hockey Coach 2018 - Present
- NEXUS Field Hockey Coach 2018-2020
- SLU NCAA DI Field Hockey Scholarship Player 2015-2018