

Riley Breske

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PROFESSIONAL SUMMARY: Detail-oriented and organized IT professional with experience in digital marketing, web development, and technical support. Skilled in managing and maintaining complex systems, providing customer support, and developing technical documentation. Proven ability to manage multiple projects and meet tight deadlines.

PROFESSIONAL EXPERIENCE

Rise Indoor Sports — *Digital Media Manager*

October 2023 - August 2024

- Developed and implemented riseindoorsports.com, achieving fluent integration and enhancing user experience, which now sees 12,000 monthly visits.
- Created and edited photography/videography content for Instagram and TikTok, resulting in a +1,500% increase in engagement.
- Designed logos and assets using Adobe Illustrator and Photoshop.
- Integrated Constant Contact into the website and managed email campaigns, ensuring effective communication with customers.
- Managed and segmented contact lists for targeted email marketing campaigns.

Lenoir-Rhyne University — *Strength and Conditioning Intern*

Summer 2022

- Monitored athlete performance and provided feedback to optimize training outcomes.
- Assisted the Football Team's Strength and Conditioning training.
- Supported the development and implementation of training programs.
- Collaborated with the S&C coach to ensure effective training sessions and athlete safety.

Pepsi — *Account Merchandiser*

January 2019 - August 2020

- Collaborated with 4 store managers, a salesman, and 2 subordinates to achieve project goals, taking ownership of tasks and ensuring group success.
- Initiated growth opportunities by introducing over 20 new products and adjusting display and merchandising strategies accordingly.
- Cultivated positive relationships with customers, utilizing strong communication and interpersonal skills to provide excellent service and support.
- Utilized strong time management and organizational skills to efficiently stock shelves and maintain inventory levels, ensuring timely and accurate product delivery.

SKILLS

Project Management
(Monday.com)

Web Analytics (Google
Analytics)

Linux Operating Systems

Windows Operating
Systems

Technical Support

Communication Skills

Time Management

Proficient in Google Suite

Strong verbal and written
communication skills

Proficient in Adobe Suites

WordPress Development

Email Marketing (Constant
Contact)

AWARDS

Team USA | Weightlifting
2x National Champion
1x International Medalist

EDUCATION

Lenoir-Rhyne University — *Computer Science / Visual Art*

Attended: August 2020 - May 2023

PROJECTS/ FREELANCE

MashElite.com — *Website Development*

Developed WordPress site and implemented e-commerce functionality, averaging \$1,800 in monthly digital product sales.

RiseIndoorSports.com — *Website Development*

Led the development of the website from concept to launch, ensuring a user-friendly interface and seamless integration with various digital platforms.

The Barbell Life — *Podcast Co-host*

Co-hosted the Barbell Life podcast, engaging with a global audience on topics related to strength training and fitness.

Forged Athlete Summit — *Event Coordinator*

Managed the project from inception to completion, partnering with Stronger Experts to host a strength coach clinic that was live-streamed and later sold on demand.

Athlete Performance Analysis — *Social Media Initiative*

Utilized Rise Sports Performance athlete data to perform z-score analysis, highlighting the most improved athletes via social media.

Exploratory Data Analysis of Airlines — *University Project*

Conducted exploratory data analysis on flight traffic dataset using Rstudio, recommending strategies to mitigate delays.