

# AARON OBERLEY

## Highlights

Transformed the Brewers social media presence into a product MLB called its **gold standard**

The Brewers **Sandlot spoof** generated nearly 5 million views in its first 24 hours

The Rays **Gun Violence Awareness Game** generated over 12 million impressions on X and made national headlines

**Years** Spent in MLB Social: 10  
**MLB Games** Covered: ~1,000  
**Captions** Written: >10,000

## Core Traits

Accountable Team Player  
Curious Storyteller  
Detail-Oriented Communicator  
Holistic Thinker  
Open-Minded Trendseeker  
Passionate Creative  
Respectful Collaborator

## Technical Skills

Adobe Creative Suite  
Brand Management  
Content Ideation + Planning  
Copywriting  
Crisis Management  
Data Insights + Strategy  
Presentation Development  
Project Management  
Social Media Marketing  
Thought Leadership

## Education

### BBA - Marketing

University of WI - Milwaukee  
Graduated: 2014

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## PERSONAL SUMMARY

During a decade in MLB social media, I played a pivotal role in elevating @Brewers into a social media powerhouse and sustaining the success of @RaysBaseball. While maintaining brand tone and voice through robust creativity and dynamic storytelling, I delivered compelling content and purposeful messaging tailored directly to our fans.

## PROFESSIONAL EXPERIENCE

### Social Media Specialist \_\_\_\_\_ 05/2021 - 07/2024 Tampa Bay Rays | St. Petersburg, FL

- **Managed** all aspects and strategies of the Tampa Bay Rays organic social media efforts across platforms like Instagram, Facebook, X, TikTok, YouTube, Threads, LinkedIn, and more
- **Identified** opportunities for storytelling tailored to our organizational culture like the annual Random Acts of Kindness Day as well as the Gun Violence Awareness Game
- **Collaborated** closely with a creative team of photographers, videographers, graphic designers, and project managers to tell stories in various mediums
- **Requested** and **utilized** Adobe Suite templates to create day-to-day social content
- **Communicated** with every facet of the organization to ensure all needs were addressed
- **Refined** strategies via use of tools like Sprinklr, Hootsuite, Crowdtangle, and Asana
- **Generated** revenue by working with the sponsorship team to create successful partner content initiatives as well as develop a menu of sellable social assets and benchmarks
- **Created** analytics reports and brand strategy presentation decks for upper management
- **Recruited, managed, and developed** 9 direct reports who filled a variety of roles

### Social Media Coordinator \_\_\_\_\_ 11/2015 - 11/2020 Milwaukee Brewers | Milwaukee, WI

- **Managed** all aspects and strategies of organic social media for the Milwaukee Brewers
- **Instituted** strategy improvements that generated major increases in engagement rates on X/Twitter (up 1770%), Instagram (up 1067%), and Facebook (up 260%)
- **Captured** content pieces on iPhone and DSLR for use on social media platforms daily
- **Collaborated** closely with a creative team of photographers, videographers, graphic designers, and project managers to tell stories in various mediums
- **Devised** the movie spoof series that humanized our players and created fan excitement
- **Requested** and **utilized** Photoshop templates to create day-to-day social content
- **Generated** revenue by collaborating with the sponsorship team to execute successful partner-affiliated content initiatives as well as develop a menu of sellable social assets
- **Created** regular analytics reports and presentation decks for upper management
- **Utilized** tools like Crowdtangle and Hootsuite to improve our social media strategies
- **Provided** social media best practices training to internal stakeholders and players
- **Recruited, managed, and developed** 11 direct reports who filled a variety of roles
- **Traveled** extensively to cover Spring Training, regular season, and Postseason games

## ADDITIONAL EXPERIENCE

**Social Media Intern**, Milwaukee Brewers \_\_\_\_\_ 01/2015 - 11/2015  
**Real Time Correspondent**, MLB Advanced Media \_\_\_\_\_ 03/2014 - 10/2014