

Kelly Mosier

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About

I stand at the intersection of the old media and the new, spheres of communication which don't understand each others' rules, and I work to ensure that organizations strategize and implement communication plans that are directed, focused, and efficient.

Experience

Asst. Athletic Dir. of Digital Comms. – Nebraska Athletics July 2015 to Present

Oversee the direction and implementation communication strategies for Nebraska Athletics. Manage a creative staff to produce content in the digital realm to expand Nebraska's reach across social and Internet channels. Assist in the management of the creative services team under the direction of the Senior Associate Athletic Director for Marketing and Communications. Work with our coaches and teams to create digital strategies and content for recruiting of new student-athletes. Serve as liaison with 3rd party technology vendors. Assist in the education and brand management of student-athletes' on social media. Explore new technologies and determine how they can assist in growing the Nebraska brand.

Director of Digital Communications – Nebraska Athletics June 2011 to Present

Currently manage the online presence of the University of Nebraska Athletic Department as the primary internal and external contact for digital media communications. Directly manage the direction and homepage content for our primary athletics website, Huskers.com, as well as our secondary recruiting site ThisIsNebraska.com. Manage existing primary social media accounts and work to expand and grow our social media presence and influence.

Production Coordinator/Producer - HuskerVision February 2007 to May 2011

Provided graphic and production assistance to big screen and television shows covering Nebraska Athletics for Football, Volleyball, Men's Basketball, and Baseball. Managed 25 student employees as well as overall office environment.

Education

University of Nebraska - Lincoln August 2012 **Master of Arts (M.A.), Journalism/New Media**

Thesis

College Football Twitter Communities: The Husker Twitter Community During the 2012 Capital One Bowl.
Can be accessed at - <http://go.unl.edu/MosierTwitter>

University of Nebraska - Lincoln May 2006 **Bachelor of Journalism, Broadcasting**

Awards

Regional Finalist for Student Academy Awards: *In the Wake of Catastrophe* Documentary

Skills

Adobe Creative Suite, including Photoshop, InDesign, Dreamweaver, and Fireworks. Knowledge and experience writing HTML and CSS for web design. Working knowledge of JQuery, PHP, and XML formats. Social Media marketing and engagement strategies. Digital Video formats, encoding, and live video production for in-venue and streaming platforms. Digital storytelling strategies. Web analytics including Google Analytics, Facebook Insights, Twitter Analytics, and Hootsuite Analytics. Photography. Bicycling.