

Miguel Molina

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EXPERIENCE

ESPN, Bristol, CT

June 2024 – August 2024

Social Media Content Intern

- Created and optimized content for all of ESPN's social channels and accounts
 - Posted/collaborated on 670 posts that brought in 35.7 million engagements
 - Made content for over 370 million followers across ESPN accounts
- Repackaged and edited user-generated content to post
- Worked with talent, such as studio host Arda Ocal, to create entertaining and engaging content
- Helped lead "ESPN8: The Ocho" event by developing and executing a coverage plan for the entire social team to follow

ESPN Gainesville, Gainesville, FL

Jan. 2023 – Present

Lead Social Media Content Producer

- Create Instagram, Facebook and Twitter (X) content featuring the Florida Gators & local Gainesville sports.
 - In the first two weeks of Oct. 2024, we brought in over 7.6 million views to our Instagram
- Film and edit interview video content with athletes like Tyreek Hill & Me'Arah O'Neal.
- Manage a group of students that help post and create content for Football games.

Barstool Sports, Gainesville, FL

May 2024 – Present

Viceroy

- Manage social media accounts for Barstool Florida, a direct affiliate of Barstool Sports that covers the University of Florida and its athletics.
- Create social content for these accounts, which have over 235,000 followers combined.
- Work with Barstool Sports' merchandise team to design and sell Florida related clothing.

Freelance Social Media Work, Orlando, FL

May 2020 – Present

Frontera Cocina at Disney Springs (Aug. 2022 – Present)

- Create social media content featuring restaurant events, food items, and drinks.
 - Help produced a promotional video for a sold out tequila tasting event.

La Cava del Tequila at Walt Disney World Epcot (May 2020 – Present)

- Film and edit videos for La Cava del Tequila at Walt Disney World Epcot.
 - For instance, worked alongside Dos Hombres, a Mezcal company, to make content featuring celebrity actors Bryan Cranston and Aaron Paul at the bar.

EDUCATION

University of Florida, Gainesville, FL

Bachelor of Science in Journalism - Sports & Media

December 2024

(expected)

SKILLS

- | | | | |
|----------------------|-------------|------------|------------------|
| • Adobe Premiere Pro | • AP ENPS | • Sprinklr | • Search Engine |
| • Adobe Photoshop | • Hootsuite | • Writing | Optimization |
| • CapCut | Certified | • AP Style | • Microsoft Word |