

Isabel Nicole Schlusssel

Content Creator & Digital Media Specialist

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Professional Summary

Professional sports digital media producer specializing in sports storytelling, social media strategy, and multimedia content creation. Experienced producing player features, game-day coverage, branded campaigns, and fan engagement content for professional and collegiate baseball organizations. Skilled in photography, videography, short-form video production, and digital strategy, with the ability to combine creativity and analytics to grow audiences, strengthen brand identity, and connect fans with teams beyond the game.

Professional Experience

Digital Media Content Producer | *Richmond Flying Squirrels, Double-A Affiliate of the San Francisco Giants*

Part Time | Jan. 2026 – Present

- Contribute to a small Marketing team producing multimedia content and executing content strategy in a fast-paced professional sports environment, including coverage of the inaugural season at CarMax Park, fan experiences, community initiatives, concerts, festivals, and special events.
- Contribute to the growth of one of Minor League Baseball's leading digital brands, helping generate 10 million impressions across Facebook, Instagram, X, and TikTok platform views in May 2026 and increased social audiences by 11k followers on Instagram and 6k followers on TikTok from January 2026 – July 2026.
- Lead player content strategy by ideating, filming, and editing short form videos to strengthen fan engagement and showcase players beyond the field.
- Edit and produce the monthly "AAA on the Road" series, collaborating with Communications & Broadcasting and Corporate Partnerships departments to deliver sponsor-approved content.

Social Media Director | *Hampden-Sydney College Baseball* | *NCAA Division III* | *Internship* | Aug. 2023 to May 2025

- Managed, directed, and executed social media strategies that leveraged current trends and pop culture.
- Gained 405 followers, increased reach by 567.8%, and increased interactions by 100% on Instagram (Jan. 2025 - May 2025 compared to Jan. 2024 - May 2024).
- Captured, edited, and produced dynamic photo and video content from team practices, games, and events, while developing and designing branded graphics for lineups, schedules, scores, and promotional campaigns.
- Produced, directed, and edited short-form video content, including the launch of the original Mini-Mic Monday series.

Marketing Intern | *Letterpress Communications* | *Internship* | May 2024 to Sept. 2024

- Produced and edited short-form videos for client campaigns across multiple social media platforms.
- Captured event and lifestyle photography to enhance community-focused storytelling and visual branding.
- Collaborated with the Social Media Manager to ensure consistent brand messaging and tone across channels.

Broadcast Crew Member | *ESPN+ at Longwood University* | *Part Time* | Oct. 2023 to May 2025

- Partnered with a fast-paced team to deliver high-quality, professional coverage for live events, including basketball, field hockey, soccer, baseball, softball, and lacrosse.
- Operated cameras, audio, and production equipment during live sports broadcasts, ensuring smooth production.

Photographer | *Longwood University Men's Basketball* | *NCAA Division I* | *Part Time* | Feb. 2022 to Oct. 2023

- Collaborated with the Director of Social Media and Creative Content to develop visual assets for digital platforms.
- Photographed all practices, games, and team events using a Canon DSLR to produce high-quality content.

Education

Bachelor of Arts in Communication Studies | **Concentration in Digital Media**

Longwood University | Farmville, Virginia | May 2025

- 1st Place, Senior Capstone Documentary, Longwood University Media Showcase | May 2025
- Dean's Scholarship | Fall 2021 to Spring 2025

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Leadership Activities & Additional Work Experience

Front Desk Associate | *Gold's Gym* | *Richmond, Virginia* | *Part Time* | *Aug. 2025 to Present*

- Provide excellent customer service by greeting and assisting members, guests, and staff.
- Responding to phone inquiries and delivering accurate information on gym policies, services, and membership.
- Conduct facility tours, process membership transactions and retail sales, and manage administrative tasks.

Project Manager - Peer Mentor | *Longwood University* | *Seasonal* | *Jul. 2023 to Dec. 2024*

- Produced digital content, including short-form videos, for social media channels.
- Co-led the planning and promotion of campus-wide events for freshmen.
- Supported incoming students during orientation and transition programs.

Technical Skills & Expertise

- **Adobe Creative Suite:** Lightroom, Premiere Pro, Audition, Photoshop, InDesign
- **Social Channels:** Instagram, X, TikTok, Facebook, Snapchat, Threads, LinkedIn
- **Equipment:** DSLR & Mirrorless, Canon, Sony, JVC, Rode Mic
- **Certifications:** Hootsuite Social Media Marketing (Sept. 2024)