

Brian J. Urvater

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[LinkedIn](#)

SUMMARY

Creative and results-driven digital content strategist with 4+ years of experience producing high-performing social media content across paid and organic channels. Proven success developing engaging vertical video, managing influencer/UGC content, and driving ticket sales and brand engagement through data-informed strategies. Adept at leading content teams, storytelling through short-form video, and optimizing campaigns across platforms including TikTok, Instagram, Meta, Snapchat, and Pinterest.

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Donald P. Bellisario College of Communications
B.A. in Public Relations; Sociology Minor
GPA: 3.51 Overall

UNIVERSITY PARK, PA

CORE COMPETENCIES

Content Strategy | Content Creation | Paid Social | Video Editing | Adobe Creative Suite | Influencer Marketing | UGC Campaigns | Audience Growth | Platform Optimization | Team Leadership | Group Collaboration | Fast-Paced Work

DIGITAL MEDIA EXPERIENCE

FANIQ/TICKETIQ

Senior Director, Content Strategy

FEB. 2023 - PRESENT
NEW YORK, NY

- Lead content strategy and creative direction across campaigns for 100+ sports and music partners (NBA, NFL, NHL, MLS, MiLB, NCAA).
- Direct and manage a cross-functional creative team spanning video, design, copy, and platform strategy.
- Build and oversee a nationwide micro-influencer network to supply UGC for paid social campaigns.
- Leverage AI tools to script ads, generate visuals, automate editing workflows, and scale content creation.
- Produce short-form, platform-native video content on-site at live events nationwide.
- Optimize performance using data-informed creative decisions, increasing CTR, ROAS, and engagement.

YES NETWORK (Freelance)

Digital Media Coordinator

JAN. 2022 - PRESENT
REMOTE

- Curate and publish real-time game Yankees/Nets highlights, reactions, and storylines across all YES Network social platforms.
- Coordinate push notifications, publish YES App/Gotham Sports App content through WSC Sports.
- Produce and edit custom vertical video content to boost organic engagement on Instagram, TikTok, and X.
- Collaborate with MSG Networks, MLB Media Services to distribute original content across platforms.

LFG SPORTS

Social Media Manager

SEPT. 2021 - MAY 2023
REMOTE

- Created short-form video content that drove millions of views across TikTok, Instagram, and Youtube Shorts.
- Managed and produced content across three accounts: LFG Sports, LFG State, LFG Penn State.
- Grew TikTok account to 10K followers and 1M likes in six weeks.
- Curated and reshared trending content to capitalize on platform momentum and maximize reach.

HUDSON VALLEY RENEGADES

Digital Media/Video Production Intern

MAY 2022 – SEPT. 2022
WAPPINGERS FALLS, NY

- Shot and edited daily social media content to grow brand presence.
- Filmed in-game & behind-the-scenes video for organic-use and marketing material.
- Contributed to real-time content strategy, including editing, motion graphics, and publishing.
- Helped drive Instagram growth: +5K followers and 440K accounts reached in two months

COMMAGENCY

Social Media Division

AUGUST – DEC. 2021
STATE COLLEGE, PA

- Developed and executed social media strategies to engage the Penn State community for nonprofit clients.

- Created video and visual content using Adobe Premiere Pro to highlight brand missions.
- Collaborated in a fast-paced, student run agency environment supporting clients like Centre Film Festival and Penn State Water Initiative.

NEW YORK BOULDERS

Broadcast Operations Intern

- Operated SONY HDC-4300 broadcast cameras to support live game production.
- Managed in-game graphics, including pitch speed and baserunner data.
- Contributed to seamless broadcast execution in a fast-paced, team-based production environment.

JUNE - AUGUST 2021

POMONA, NY

SAUGERTIES STALLIONS BASEBALL CLUB

PR/Social Media Intern

- Produced player rollout videos to build hype and engage collegiate baseball fans online.
- Wrote and distributed press releases on staff and roster updates, securing national media coverage.
- Pitched press releases to 400+ sports media outlets, journalists, and beat writers, to boost team visibility.

JAN. - AUGUST 2021

REMOTE