Arianna Francis

Social Media, Public Relations & Community Relations

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WORK EXPERIENCE

Social Host | Volo Sports | June 2026 - Present
- Executes all game-day responsibilities for players such as check-in, t-shirt distribution, and keeping games on track
- Coordinates and facilitates contact between players, fostering relationships and camaraderie in the league
- Captures photo and video content for distribution on Volo Sports' social media pages

Social Media Manager | Town of Clarkstown Camps | June 2025 - Present
- Established and grew the Clarkstown Camps' official Instagram account to over 1,000 followers in just under 40 days
- Conceptualizes and designs visually engaging content that showcased the camp's daily happenings and special events
- Photographs, films, and edits media for output using Adobe Lightroom, Photoshop, and Canva
- Maintains a strong connection to the community yielding consistent engagement

Community Relations Intern | New York Islanders | September 2025 - May 2026
- Prepared and executed community outreach initiatives including street hockey clinics, school assemblies and game-day operations such as fundraising tables, silent auction tables, and distribution of credentials to volunteers
- Fostered working relationships with a wide range of charity partners, gaining an understanding of their mission to inform and connect with fans on game days
- Provided support in the set up and execution of high level events such as media signing day, golf outings, watch parties and player-fan activations
- Leveraged interpersonal communication skills to sell 50/50 tickets on game day in support of the Hockey With a Heart effort

Content Creator - Freelance | Air Force Academy Women's Basketball | May 2025 - Aug 2025
- Designs visually engaging graphics that are tailored to the client's needs
- Maintains brand consistency by aligning content style to their existing feed
- Offers professional insight and suggestions both creatively and strategically to enhance overall content performance

Social Media Manager | SpeedSkills Hockey | January 2024 - June 2026
- Traveled to various ice rinks to shoot educational, promotional, and general content of the coaches and their players
- Increased engagement by 356% over an 18-day period on Instagram
- Produced content from start to finish including filming, editing, color grading, and captioning
- Maintained consistent content generation schedule in accordance with the needs of the client

Social Media Manager | Cortland Men's Ice Hockey | September 2023 - April 2024
- Established and developed the team's official TikTok account using strategic content planning, audience engagement tactics, and trend utilization to achieve 108.2k views and 10.8k likes over a 60-day period from its creation
- Shot, edited, and released content from practices and games on Facebook, Instagram and TikTok
- Covered walkouts, warm-ups, goals, and scores in real-time on game day via Instagram

Intern | The Cortland Fund | September 2023 - December 2023
- Created social media posts to yield impactful donor contributions through the fund which supports SUNY Cortland's educational programs, addressing critical needs, and directly benefiting students and faculty while enhancing the overall college experience
- Designed creative and diverse graphics for marketing purposes to be used on social media and in print
- Strategically planned and executed events, including budget development, venue selection, promotional material creation and collaboration with university officials
- Maintained a consistent content output schedule on Instagram and Facebook accounts

Photography Coordination Assistant | SUNY Cortland Marketing Office | April 2023 - May 2023
- Theorized and executed all marketing aspects of an academic photoshoot
- Recruited student models and efficiently coordinated shooting times based on mutual availability
- Fostered collaboration with multiple academic departments to secure facilities for the photoshoot

Campus Manager | Fresh Prints LLC. | November 2022 - April 2024
- Utilized exemplary communication skills and strategic marketing techniques to pitch product campaigns to potential clients
- Leveraged strong relationships with multiple Greek organizations nationwide to build and maintain clientele
- Oversaw the entire client order process, ensuring meticulous attention to detail and delivering exceptional customer service

EDUCATION

Bachelor of Arts | State University of New York, College at Cortland | August 2020 - May 2024
- Major: Communications Studies, Concentration: Public Relations and Advertising
- Magna Cum Laude, President's List, Dean's List
- National Society of Leadership and Success
- Student Alumni Association

SKILLS & CERTIFICATIONS

- Social Media Management | Short-form Videography |Adobe Creative Suite | CapCut | Canva | Event Planning | Communication
- Youth Mental Health First Aid USA Certification

LEADERSHIP

- Communications Committee, American Foundation for Suicide Prevention: Long Island
- VP of House Management, Delta Phi Epsilon, Spring 2023-Fall 2023
- Public Relations Chair, Delta Phi Epsilon, Spring 2022
- Website and Digital Editor, The Dragon Chronicle, Fall 2023-Spring 2024

PHILANTHROPY

- Raised over $4400 for the CROP Hunger Walk for the years 2021-2023
- Annually volunteers with the Helen Hayes Foundation at their annual golf outing on the Guest Services team