

Brian Magloyoan

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Experience

Education



St. Mary's University, 2015

One Camino Santa Maria San Antonio, TX 78228
B.A. Speech Communications
Contributor, The Rattler Newspaper

Technical Skills

Wordpress, Sidearm Sports, Wix
Facebook, Twitter, Instagram, Snapchat, TikTok,
YouTube, Hootsuite,
Adobe Photoshop, InDesign, Lightroom
Premiere Pro, After Effects, Acrobat Pro
Microsoft Word, Powerpoint, Excel,
BlueFrame Production Truck, UStream, OBS,
StatCrew, GolfStat,
Photography and Videography
(DSLR, DV Camera)

Awards/Affiliations

- Attended Social Media Week New York (2019)
- CoSIDA (2015-2020)
- NCBWA (2018)
- Design voted No. 2 Fan Favorite College Softball Poster via PosterSwag.com (2017)
- Columbian Squires (2008-2011)
 - » Squire of the Year (2008-2011)

Volunteer Work



- **Haven for Hope** (Feb.-April 2012)
1 Haven for Hope Way San Antonio, TX 78207
» Kitchen aid: assisted in preparation/serving of food and clean-up.



- **Project C.U.R.E.** (2008-2011)
10250 Westheimer Rd. Houston, TX 77042
» Recorded inventory, sorted and packaged medical supplies to be shipped to people in need across 130 countries.

Hobbies/Interests

- Hosting/Producing my own sports podcast.
- Creating content for YouTube, TikTok and Instagram.
- Traveling — visiting extended family in the Philippines, Europe and New Jersey.
- Watching sports.
- Playing basketball and golf.
- Reading sports publications.

St. Mary's University Athletics



» **Asst. Athletics Dir. Creative Media/Marketing** (May 2022-Oct. 2023)

» **Social Media/Event Consultant** (Jan. 2022-May 2022)

- Strategize and execute social media plan for main athletics accounts while assisting in overseeing the day-to-day social media activity for individual, team-specific accounts (13 teams).
- Collect, design and produce media and content for various platforms.
 - » Collect highlights and photos from game broadcasts.
 - » Design marketing materials such as posters and graphics.
 - » Produce video interviews and highlight reels
- Collaborate with campus groups on social media and marketing strategies.
 - » Serve as point of contact for Athletics Department in planning of special events.
- Oversee approximately 120 home broadcasts on the Lone Star Conference Digital Network.
- Manage team of interns, student workers and game day staff.

GOW Media - ESPN 97.5 Houston



» **Internship/Promotions Team** (Dec. 2020-April 2022)

- Edit and publish over 200 hours of radio show podcasts and promos.
- Manage promotions/fan engagement table at live events.

NCAA Division I - Women's Basketball Championship First & Second Rounds



» **Public Address Announcer** (March 21-March 24, 2021)

- Bill Greehey Arena, San Antonio, TX
- During 10 games of the first and second round, announced starting line-ups and made in-game announcements.

Texas Woman's University Athletics



» **Asst. Director of Athletics for Communications** (Nov. 2018 - Nov. 2019)

» TWUAthletics.com

- Responsible for providing and updating content on website and social media.
 - » Produce articles, print materials, graphics, videos and social media posts for all five teams (volleyball, soccer, basketball, gymnastics and softball).
- Strengthened presence on social media by developing a strategy that resulted in the production of unique content previously absent from athletic's social channels.
 - » Produced and conducted on-camera interviews with players and coaches for website and Facebook Live.
 - » Created and edited videos and photos for Instagram (IGTV), Facebook and Twitter.
- Lead designer for basketball/volleyball arena floor.
- Preside over game day operations for 38 home games during 2018-2019 season
 - » Manage and hire game day staff.
 - » Produce live broadcast for every home game.
- Primary sports information contact.
 - » Collaborate with other organizations on campus for student engagement.

» Special Events

- The Oakleys - TWU Athletics Banquet (2019)
 - » Event at the end of the academic year recognizing the student-athletes and coaches.
 - Project manager - produced script and all highlight/nominee videos.
 - Emcee - introduced award presenters.

St. Mary's University Athletics



» **Sports Information Asst./Marketing Coordinator** (Aug. 2015 - Oct. 2018)

» **Internship** (Sept. 2013 - May 2015)

» RattlerAthletics.com

- Responsible for providing and updating content on website and social media.
 - » Annually produce approx. 300 articles, 50 videos and 1,000 social media posts across Facebook, Twitter and Instagram.
 - » Writer, producer and host for video segments/interviews.
 - » Lead visual graphic designer (created approx. 200 graphics/posters for 2017-18).
 - » St. Mary's No. 40 on D2SocialMedia.com Index (No. 1 in Heartland Conference).
 - » Assisted in RattlerAthletics.com redesign and the development of fan engagement app (FANGcentives) (2017).
 - » Launched official St. Mary's Athletics Snapchat account (Nov. 2015).
- Preside over game day operations for approx. 120 games annually across 11 sports:
 - » Lead Public Address announcer: Soccer, Basketball, Softball.
 - » Input stats (Statcrew, Golfstat): Baseball, Softball, Soccer, Golf.
 - » Production of over 100 home game broadcasts per year.
 - » On-air commentator for approx. 200 live broadcasts since 2013.
- Manage interns, work study and game day staff.
- Produce and emcee/host in-game fan promotions, contests and events.

*References available upon request.