

BEN HOSFORD

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ABOUT

Starting off a public relations major at LSU, I narrowed my focus onto social media strategy concentrating on content curation and analysis. Since, I have worked on projects for a number of non-profits as well running analysis for LSU's athletics departments with a focus on LSU Football, Basketball and Baseball

TECHNICAL SKILLS

Microsoft Office

Basic Photoshop/InDesign

Analytics:

- Gephi
- Hootsuite Certification
- DMI-TCAT
- Crimson Hexagon
- Google Analytics
- SPSS

OTHER SKILLS

Teamwork

Communication

Logical

Project Management

Data Driven

Objective Focused

EDUCATION

Bachelor of Arts in Mass Communication (Public Relations)

Louisiana State University

May 2019

Class Projects:

- Working with LSU Athletics to create a comprehensive report on LSU Football's social media resulting in the creation of a social media playbook
- Working with Baton Rouge non-profit RedStick Future Fest to run their social media campaign in the run-up to the festival.

WORK EXPERIENCE

Vice President

Esports LSU

2018 - Present

- Successfully managing the Esports LSU brand in the collegiate space
- Identifying and acquiring local and national sponsors for Esports LSU
- Creating and implementing a social media strategy for long and short term
- Planning and managing live events

League Operations Official

Freelance

2013 - Present

- Working with a number of tournament organisers for live Counter Strike events (ESL, Dreamhack, Facelt, Blast Pro)
- Managing players and teams throughout events

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REFERENCES

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Dr. Lance Porter

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