

Courtney Ryder

ceryder1616@gmail.com | <https://www.linkedin.com/in/courtney-ryder/> | <https://www.shotzbycourt.com/>

Education:

James Madison University *Harrisonburg, VA*

Dec. 2021

Bachelor of Science in Media Arts & Design with a concentration in Journalism

Work Experience:

Director of Catering and Marketing Operations *Mellow Mushroom, Chantilly VA*

Jan. 2024-Present

- Negotiate contracts with clients to establish and maintain business, and manage client budgets that maximize efficiency and customer satisfaction
- Established a new, exclusive in-house menu with a goal to generate sales and recruit customers from third-party vendors
- Manage social media accounts, creating content, maintaining a content calendar and monitoring interactions and analytics

Shift Lead and Catering Manager *Mellow Mushroom, Chantilly VA*

Nov. 2022-Jan. 2024

- Manage all aspects of catered events, from the initial communication, menu planning, invoice preparation and delivery for order ranging from \$100-\$2,000+
- Monitor and stock inventory of catering goods
- Supervise a team of 20-30 members, maintaining a positive and friendly work environment
- Train new staff members with a focus on core values and steps of service
- Worked to create and maintain a positive environment for a staff of 20-30 and guests, going above and beyond to ensure customer satisfaction

Digital Media Intern *Washington Capitals, Arlington, VA*

Sept. 2022-April 2023

- Captured and edited photo and video content for use on washcaps.com and Capitals social media profiles
- Created top-performing content throughout the NHL season, driving impressions and engagement on multiple platforms and boosting brand awareness
- Relied on skills like time management and multitasking to work on multiple projects at once and producing them in a timely manner
- Tracked and monitored various metrics on social media and produced monthly data summaries for internal review
- Recorded and published press conferences and media scrums, adjusting lighting and framing

New Media Web Intern *Detroit Lions, Allen Park, MI*

Feb. 2022-July 2022

- Assisted with daily and long-term maintenance of Detroitlions.com, including copy edits, page and roster updates
- Photographed team workouts and community events for inclusion on Detroitlions.com and other platforms
- Edited, tagged and archived photos using Photo Mechanic, Adobe Lightroom Classic and Photoshelter
- Transcribed interviews, edited and published articles on Detroitlions.com
- Reviewed and published photo galleries, videos and other site photography

Staff Writer & Photographer — Sports *The Breeze, Harrisonburg, VA*

Feb. 2020-Dec. 2021

- Published 50+ stories online and in print with a weekly circulation of 5,000 and readership of over 20,000
- Worked on multiple beats as a writer and photographer, including men's and women's basketball
- Provided live game coverage on Twitter to a following of over 3,300

Software, Skills and Certifications:

- Adobe Lightroom, Premiere Pro, Photoshop, InDesign, Illustrator
- Sprout and Hootsuite social media management platforms
- Photoshelter and Photo Mechanic Digital Asset Management
- Hootsuite certifications in social media management and Hootsuite platform