

# ELLIOT THORNTON

Sports enthusiast with experience managing and growing large social media platforms. Passionate about creating content that resonates with diverse audiences.

🏠 : San Francisco Bay Area, CA

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Portfolio: [elliottthornton24.wixsite.com/website](https://elliottthornton24.wixsite.com/website)

## EDUCATION

### UNIV. OF CALIFORNIA SANTA BARBARA

Class of 2017 | B.A. in Communication

Exercise & Sports Studies (ESS) Minor

Publication: First College Football Playoffs

Awards: Starting Lines Free Write Award

## SKILLS

Adobe Creative Suite

YouTube Studio

Twitter Studio/Twitter Advanced Search

CapCut/InShot Proficiency

Clippro/AvGen Programming

Crowdtangle/Trello Analytics

Falcon/Media Studio Programming

Daktronics/AdArt Video Display Systems

Statcrew/Genius Programming

Microsoft Office Suite

Photography

Social Media Proficiency

Employee Management

Strategic Planning

## FREELANCE EXPERIENCE

–Videographer for Prep Baseball Report (PBR)

–Sports Journalist for The Elk Grove Daily Citizen

–Play-by-Play Commentator for KCSB 91.9 FM

–Cohost on The Gaucho Sports Spot talkshow

–Sports Columnist for AthletiQA

–Entertainment Beat Writer for The Bottomline

## EXPERIENCE

### Manager, B/R College Football

San Francisco, CA – July 2025 – present

- Oversee the B/R College Football brand, managing team and content coverage
- Direct on-site content and ideate elevated graphics for tentpole events
- Collaborate with Big 12 Conference and CFB on TNT studio show, delivering weekly insights to optimize content and partnerships

### Social Media Strategist, Bleacher Report

San Francisco, CA – May 2023 – present

- Led and executed live-game strategy for B/R National and College Football
- Produced IG Stories and strategy-led content for tentpole campaigns and brand storytelling
- Coordinated with design and analytics teams to test new content approaches

### Social Media Programmer II, Bleacher Report

San Francisco, CA – March 2020 – May 2023

- Crafted and programmed trend-driven content across B/R platforms
- Led production coverage and social distribution of all B/R–Live originated content
- Managed social coverage for March Madness account

### Social Media Production Assistant, Pac-12 Network

San Francisco, CA – August 2019 – present

- Curated and shared content on Pac-12 social media channels
- Executed live pre-game and post-game broadcasts on Facebook and Twitter accounts
- Provided university support and collaborated with social media teams across the Pac-12

### Athletics Media Relations Assistant, University of Pacific

Stockton, CA – January 2018 – August 2019

- Oversaw website and graphic content for UOP Athletics and supervised a team of 10 interns
- Boosted Instagram and Twitter followings for Water Polo, Softball, and Swim by 35%
- Launched the #DreamBig hashtag campaign for Water Polo

### Game Statistician, Stockton Kings

Stockton, CA – June 2018 – June 2019

- Primary statistician for Sacramento and Stockton Kings, including NBA Summer League
- Tracked game stats and managed play-by-play data with Genius Stats software

### Sports Journalist, UCSB Athletics/Daily Nexus

Santa Barbara, CA – March 2014 – June 2017

- Primary contact for Men's Basketball, Men's Tennis and Women's Soccer
- Wrote stories and conducted postgame interviews for assigned teams