



RICKY LOPEZ



CONTACT

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- 📁 [Creative Portfolio](#)

EDUCATION

GRAND CANYON UNIVERSITY
B.S. in Marketing and Advertising
2023 - 2025

MCHENRY COUNTY COLLEGE
Dual Enrollment Courses
2021 - 2023

SKILLS

- Real-time in-game content creation
- Trend-aware, culture-driven creative (NBA, sports, music, memes)
- Platform strategy: IG, TikTok, X, FB
- Analytics & data-informed content optimization
- Adobe Premiere Pro, Photoshop, Lightroom
- Photography & videography
- Strong communicator & collaborative teammate
- Bilingual: English & Spanish

VOLUNTEER

- GCU Sports Entertainment Business Club: Member
- GCU Latino Student Union: Social Media
- Basketball Hall of Fame Golf Classic: Client Services
- NASCAR Championship Weekend: Fundraising
- Hoophall West: Photography & Ops

ABOUT ME

Highly driven social media creative with a strong passion for basketball and content creation. Experienced executing real-time social strategy in fast-paced MLB and Division I environments, clipping highlights instantly, editing mobile-first vertical video, and publishing across platforms with accuracy and brand consistency. Deep understanding of NBA culture, modern sports fans, and trend-driven content that performs. Fluent in English and Spanish.

WORK EXPERIENCE

SOCIAL MEDIA ASSISTANT

New York Yankees | Apr 2025 - Oct 2025



- Co-managed Yankees Béisbol channels ([Instagram](#), [Facebook](#) & [X](#)), generating **180M+ views** and **7M+ interactions** during the 2025 MLB Season & Postseason.
- Produced real-time in-game highlights, vertical videos, player personality content, and culture-driven moments that amplified engagement and grew our Spanish-speaking audience.
- Clipped, edited, and published content live during games, ensuring accuracy, speed, and alignment with Yankees brand voice.
- Collaborated with photo/video, marketing, and partnerships teams to support branded content, ticketing pushes, voting campaigns, community initiatives, and sponsor activations.
- Curated content from photo/video team for platform-specific distribution using **Adobe Suite, PhotoShelter and Slate Teams**.

SOCIAL MEDIA ASSOCIATE

GCU Athletics | Oct 2023 - Apr 2025



- Identified and capitalized on social media trends and current events to create engaging vertical content that drove increased engagement for GCU Athletics across [Instagram](#), [Facebook](#), [TikTok](#), and [X](#).
- Led GCU Lopes TikTok strategy, generating **3.5M+ views**, **274k likes**, **40k average views per video** (+410%), and **3.5x follower growth**.
- Executed real-time coverage for all 21 Division I sports, producing score updates, player highlights, and atmosphere content with fast turnaround.
- Used tools such as **Hootsuite, Wrike**, and **ClickUp** to manage workflows and maintain high-volume content output.
- Monitored and managed community interactions to maintain brand voice and positive fan engagement.

FREELANCE PHOTOGRAPHER

[@richyichyfx](#) | Sept 2023 - Present

- Capture high-quality photo content for athletes, teams, schools, and couples to elevate brand identity and drive repeat client business.
- Work closely with clients to deliver creatives tailored to their vision.
- Leverage IG/FB as primary channels to secure new bookings organically.