

Reaganne Goode

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EDUCATION

The University of North Carolina at Chapel Hill C/O 2019

BA in Communication Studies

Minor in Africa, African American
Diaspora Studies

REFERENCES

Seth Bennett
Chief Marketing Officer,
Charlotte Hornets

David Bassity
Vice President for Football
Communications, Atlanta Falcons

Corry Rush
VP of Football Communications,
San Francisco 49ers

Tommy Thigpen
Co-Defensive Coordinator
UNC Chapel Hill

Robert Gillespie
Assistant Head Coach - Football
University of Alabama

**email & phone numbers provided
upon request*

PROFESSIONAL EXPERIENCE

Manager, Business Operations & Athlete Relations

Quality Control Sports (September 2021 - present)

- Oversee the day-to-day business and personal endeavors of New Orleans Saints player Alvin Kamara, including but not limited to: serving as the liaison between Alvin and Saints; facilitating media requests; coordinating/providing on-site support for appearances; serve as point of contact for NASCAR advisory role obligations
- Assist in the design, launch, campaign strategy and sales promotion of the AK x NASCAR official merch collaboration
- Utilize strong business development, negotiation and marketing expertise to manage and ensure deliverables are met for client's marketing deals valued at over \$1,000,000
- Ensure a world-class experience for NFL clients through schedule management, travel facilitation, event planning and on-site support at games,/events/appearances
- Manage relationships between clients, brands, agencies, teams and vendors with confidentiality/professionalism

Public Relations Coordinator

Sanders Sports and Entertainment (July 2020 - August 2021)

- Wrote press releases and pitched stories to media surrounding client's brand and/or recent accomplishments, resulting in features in Forbes, GQ, Food & Wine and more
- Developed and executed social media strategies for clients, producing increased brand awareness
- Coordinated and prepped clients for media availability, ensuring they were educated and aware of potential questions, how to stay on topic and curate meaningful responses
- Ensured deliverables were met for client's marketing and brand partnerships by remaining in constant communication with clients and brand partners to confirm timelines and fulfillment of obligations
- Utilized project management skills to successfully facilitate brand shoots and appearances for clients

Communications Assistant

Atlanta Falcons (July 2019 - June 2020)

- Distributed daily news clips to the ownership group and employees; updated weekly roster/bio changes; transcribed daily press conferences
- Coordinated media availability for players/coaches and monitored media during open locker room sessions
- Served as the media relations contact during the team's community outreach events, partnering with organizations such as The Georgia Mountain Food Bank and Children's Healthcare of Atlanta
- Pitched and executed an exclusive "In His Words" digital storytelling series featuring current players
- Worked with opposing teams on building the flip card and coordinated weekly head coach conference calls
- Managed the team's credentialing process, operated media will-call, supervised game day stat crew

Super Bowl LIV Public Relations Staff

National Football League (January 2020 - February 2020)

- Selected from an application pool of PR staff from 32 teams to represent the Falcons as a member of the National Football League's public relations staff for Super Bowl 54
- Worked alongside the San Francisco 49ers during their media availability all week to facilitate player interviews and serve as a liaison for credentialed media
- Escorted over 15 players, coaches and guests on the Red Carpet at NFL Honors; simultaneously filtered media requests and aligned guests with opportunities to speak with relevant media outlets
- Monitored media on Radio Row, ensuring that they remained within their designated areas and were mindful of talent's schedules
- Set up and assisted in the press box on game day; helped organize/distribute hundreds of stat sheets to credentialed media partners

Digital & Social Media Intern/Football Student Office Assistant

UNC Chapel Hill Athletics (August 2016- May 2019)

- Created relevant/engaging posts and game updates for the UNC Department of Athletics official social media platforms (@goheels, an audience with over 200k followers); posted live updates to the UNC Men's Basketball Instagram stories during home games
- Assisted in the preparation and execution of all UNC Football recruiting events and served in a hospitality role for over 75 top prospects and their families during home games
- Worked closely with the Defensive Line coach and Defensive Coordinator on any administrative work such as creating personalized mailers and facilitating meetings on their behalf

Training Camp/Game Day Communications Intern

Carolina Panthers (July 2018 - December 2018)

- Distributed credentials for approved media; coordinated media availability for players & coaches; compiled daily web clippings regarding team matters
- Scheduled and conducted Q&As with rookies to produce feature stories in game day programs
- Set up press box, monitored media, distributed stats and recorded/transcribed post-game interviews

Charitable Programs Intern

Washington Football Team (January 2018 - May 2018)

- Supervised in-school workshops and managed on-site facilitation of activities for the FITT Program
- Assisted in the planning and execution of all events
- Created engaging posts for the Foundation's social media sites daily
- Coordinated all fan mail responses and fulfilled donation requests of autographed items