

RYAN LIPPE

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PROFESSIONAL SUMMARY

Results-driven sports media and communications professional with experience managing social media accounts of 1M+ followers, producing multimedia content, and executing large-scale event operations. Skilled in audience growth strategy, brand activations, content creation, and data-driven reporting. Eager to contribute creative and analytical skills within a professional sports or sports media organization.

CORE COMPETENCIES

Social Media Strategy & Management	Content Creation & Copywriting
Brand Activations & Event Coordination	Audience Analytics & SWOT Analysis
Sports Operations & Tournament Logistics	Residential Life & Community Development
Graphic Design (Adobe Creative Suite)	Policy Research & Reporting

PROFESSIONAL EXPERIENCE

Barstool Sports

Social Media Manager — BarstoolDMV

Remote
September 2024 – December 2026

- Managed the BarstoolDMV account, growing and sustaining an audience of over 355,000 followers across Instagram and X (Twitter).
- Collaborated with a three-person creative team to develop a balanced mix of sports and lifestyle content aligned with audience demographics and platform trends.
- Monitored cultural and lifestyle trends in real time to ensure content relevance and sustained follower engagement.

countrycentral.com

Staff Writer & Social Media Manager

Remote
July 2021 – Present

- Produced weekly single reviews, breaking news updates, and long-form op-ed pieces for a digital music and entertainment publication.
- Executed brand activations and managed on-site presence at three-day music festivals through stage sponsorships, coordinating logistics for 25,000+ attendees.
- Created graphics and curated evergreen content that grew and maintained an Instagram following of more than 1 million followers.

American University

Resident Assistant & Desk Assistant

Washington, DC
August 2023 – December 2025

- Fostered a safe, inclusive residential community for 60+ first-year students, facilitating a successful transition to college life.
- Served as the primary on-call contact for 600 residents during 12-hour overnight shifts, responding to health, safety, and community concerns.
- Monitored visitor access and managed security software at residence hall front desks.

Recording Industry Association of America (RIAA)

Undergraduate Public Policy Intern

Washington, DC
September 2025 – November 2025

- Conducted SWOT analyses across social media platforms with a combined following of 580,000+ across Facebook, Instagram, and X (Twitter), informing strategic communications planning.
- Compiled and delivered data-driven reports on public policy issues and digital authentication systems for senior leadership.
- Produced written briefs following policy events and legislative summits throughout the Washington, DC metro area.

Ripken Baseball

Baseball Operations Intern

Aberdeen, MD
May 2025 – August 2025

- Coordinated age verification, player registration, and check-in logistics for weekend-long youth baseball tournaments hosting up to 1,000 players, parents, and spectators per weekend.
- Maintained facility cleanliness and operational readiness to deliver a world-class experience for players, families, and coaches.
- Managed equipment setup, transport, and breakdown before and after each event.

LEADERSHIP & VOLUNTEER EXPERIENCE

National Residence Hall Honorary (NRHH)

Chapter President

Washington, DC
September 2024 – December 2025

- Led chapter operations and organized leadership and service opportunities for student staff within American University's Housing and Residence Life department.
- Spearheaded a monthly recognition initiative to nominate and honor high-performing Resident Assistants across campus.

Scouts BSA — Troop 944

Committee Member & Eagle Scout

Ellicott City, MD
April 2014 – October 2025

- Instructed scouts in first aid, navigation, leadership, and wilderness survival skills over more than a decade of service.
- Earned Eagle Scout designation in August 2022 by designing and constructing an outdoor classroom space for a local preschool, organizing 200+ volunteer hours.

EDUCATION

American University — School of Communication

Bachelor of Arts, Journalism

Minor: Business and Entertainment

Washington, DC
August 2022 – December 2025

TECHNICAL SKILLS

Social Media Platforms: Instagram, X (Twitter), Meta Business Suite, X Creator Studio, Sprout Social

Creative & Design: Adobe Creative Suite (Photoshop, Illustrator, Premiere)

Productivity & Analytics: Microsoft Office 365, Google Suite (Docs, Sheets, Slides), Data Analysis

Other: Event Coordination, Public Policy Research, Community Development

REFERENCES

Available upon request.