

KELSEY DRISCOLL

Sports Programming Manager
& Content Creator

ABOUT ME

I am a passionate sports fan, writer, editor and numbers lover currently leading AOL.com's sports coverage and seeking opportunities to grow within the world of sports media

CONTACT

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SKILLS AND ABILITIES

- Proficient in Photoshop and related Adobe Creative Suite programs
- Trained in AP Style
- Invested in metrics and numbers-based growth
- Trained in multiple in-house content management systems, as well as WordPress
- Active on all major social media platforms
- Familiar with mobile app programming
- Trained in SEO best practices
- Basic proficiency in Spanish and American Sign Language

HIGHLIGHTS

- Ran point on all major sporting events on AOL.com, in collaboration with Yahoo Sports, including but not limited to: Super Bowls LI-LIII, March Madness, World Cup, 2018 Winter Olympics and NBA, NHL and MLB postseasons
- Conducted interviews with talent including Kevin Love, Randy Moss, Brooks Koepka, Kevin Millar, Stephen Curry and more

EMPLOYMENT HISTORY

AOL/Yahoo, Verizon Media Group

Programming Manager - News, Sports, Finance, Lifestyle (March 2019 - present)

I manage a team of content creators and curators on AOL.com with an emphasis on original article creation in collaboration with the front page teams on AOL and Yahoo

Programming Manager - Sports
(September 2017 - March 2019)

I lead all planning and strategy around AOL.com sports coverage, creating original content and curating from partner sites to hit traffic goals and provide a well-rounded experience for our audience

Photo Editor, AOL.com (August 2014 - September 2017)

I oversaw all photo usage across AOL.com's channels and assisted in creating photo galleries in order to hit page view goals

Rochester Red Wings, Minor League Baseball

Photographer (April 2013 - 2014)

Bourne Braves, Cape Cod Baseball League

Photographer (May 2012 - August 2012)

EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts in Professional Photographic Illustration, Class of 2014

- Concentration in Photojournalism
- Member of the National Press Photographers Association and Delta Phi Epsilon Sorority