



CHRIS RICHARDS

Content Creator & Social Media Strategist

EXPERIENCES

Oct 2021-
Present

VCU BASKETBALL

Director of Social Media

- In charge of all social strategy and content creation for MBB & WBB

June 2015-
Oct 2021

GALACTIC STRATEGIES LLC

Founder / Content Creator

- Created digital & social content for: Wake Forest Athletics, Under Armor, Chip Ganassi Racing, Monumental Sports, FloHoops and more!
- Develop and execute digital & social media plans

Feb 2015-
June 2015

BIG SHOTS - DC

DC Director of Operations / Event Operator / Scout

Aug 2014-
Nov 2014

NC COORDINATED CAMPAIGN

Digital Director

- Create content for Sen. Hagan campaign website and social media
- Help develop and implement paid and organic digital media plans
- Coordinate, plan and execute campaign events (including visits from former President Clinton & Secretary Hillary Clinton)

Nov 2013-
Aug 2014

SPECTRUM SPORTS ACADEMY

Director of Digital Media & Basketball Coach

Sep 2011-
April 2014

NORTH CROSS SCHOOL

Associate Varsity Coach / Director of Basketball Ops

Summer
'11, '12, '13

USA BASKETBALL

Video Content Creator / Support Staff

- Worked with 11 Gold Medal winning teams, including the 2012 Men's & Women's Olympic Teams
- Created daily content for USAB website & social channels

Nov 2013-
Dec 2013

TRINKLE FOR DELEGATE (SPECIAL ELECTION)

Senior Advisor / Digital Director

July 2013-
Nov 2013

JONES FOR DELEGATE

Deputy Campaign Manager / Digital Director

Aug 2012-
Nov 2012

ORGANIZING FOR AMERICA - VA

Field Organizer



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www.ChrisRichardsCreative.com

SKILLS

- Digital/Social Media Strategy
- Video Production & Editing
- Photography
- Graphic Design
- Web Design (Wordpress)
- UI/UX Design



Premiere Pro



Final Cut Pro



After Effects



Photoshop



Lightroom



Wordpress



Adobe XD



InDesign



Illustrator

EDUCATION

FULLSAIL UNIVERSITY, 2015

B.S. Sports Marketing & Digital Media

REFERENCES

AVAILABLE UPON REQUEST