

# MARY PROSKY GILBERT

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**Online Portfolio:** <https://www.mkpg-photography.com>

## EDUCATION

### FORDHAM UNIVERSITY, Bronx, NY

SEPTEMBER 2021 – PRESENT

- Bachelor of Art and Science (GPA: 3.73)
- New Media and Digital Design Major with Concentration: New Media and Commerce with a Minor in Psychology

*Anticipated graduation May 2025*

## PROFESSIONAL EXPERIENCE

### MAJOR LEAGUE BASEBALL, NYC, NY

JUNE 2024 – PRESENT

#### ***Special Projects Coordinator – Streaming Services and Subscriptions (January 2025– Present)***

- Design, coordinate, and deliver brand assets to assist MLB paid content platform while developing future campaigns
- Coordinate with the design, editorial, and email teams to ensure cohesive brand messaging and content execution.

#### ***Streaming Services and Subscriptions Intern (June 2025 – September 2025)***

- Designed brand assets, developed promotional campaigns, and collaborated with cross-functional teams to support MLB's streaming platforms while engaging in career development opportunities with senior leadership.

### FORDHAM UNIVERSITY ATHLETICS, BRONX, NY

SEPTEMBER 2022 – PRESENT

#### ***Head Social Media and Creative Content Student Manager (September 2023– Present)***

- Oversee a team of 25+ student content creators for Fordham Athletics Social media who cover all Division One Athletics and facilitate content production for Twitter, Instagram, and TikTok platforms.
- Implement a social media strategy through competitor analysis and realigning to brand identity to triple viewership along Fordham Athletics platforms.
- Project lead campaigns for marquee events and projects such as The Homecoming Football Games, Rose Hill Gym 100th Anniversary, Men's and Women's Basketball A10 Tournaments, Home Openers, and Maroon Club alumni events.

#### ***Fordham University Baseball Media Manager (January 2023– Present)***

- Manage all aspects of social media, photography, and graphic design to promote Fordham University Baseball, including strength training, practices, and games.
- Conceptualized and designed a recruiting website for prospective student-athletes using WIX, enhancing the university's online presence for recruitment purposes.
- Directed and shot Fordham Baseball's Times Square media day photoshoot, grossing over 176,000 views and was featured on @a10conference, @collegebaseballhub, @ncaabaseball, and @fordhamathletics on instagram.
- Collaborated with @Rawlingssg, generating over 3,000 likes and 85,000 views, showcasing my ability to foster strategic partnerships and drive significant social media traction.

#### ***Fordham Athletics Marketing/Promotions/Media Team Member (September 2022– August 2023)***

- Managed all aspects of social media, photography, and graphic design for various Fordham Athletic teams, including Fordham Football and Fordham Men's Basketball Team.
- Improved gaps within marketing strategies and pitched innovative ideas such as incorporating FanCam to improve audience engagement and launching the Fordham Athletics TikTok account

### CAPE COD BASEBALL LEAGUE, HYANNIS, MA

JUNE 2023– AUGUST 2023

#### ***Creative Content Intern***

- Worked within the in-house CCBL PR team to deliver in-season social media coverage with photo, video, and social media content creation.

## SKILLS AND LANGUAGES:

Adobe Express, Adobe Photoshop, Adobe Lightroom, Adobe Premier Pro, Tiktok, Instagram, Twitter, Canon Digital Camera, Google Products (Docs, Sheets, Drive, Photos), ASANA, Photoshelter, Conversational French