

MARY PROSKY GILBERT

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EDUCATION

FORDHAM UNIVERSITY, Bronx, NY

SEPTEMBER 2021 – MAY 2025

- Bachelor of Art and Science (GPA: 3.79) *MAGNA CUM LAUDE*
- Major: New Media and Digital Design (*Concentration: New Media and Commerce*)
- Minor: Psychology

UNIVERSITY OF SYDNEY, Sydney, NSW, Australia

JANUARY 2024 – MAY 2024

- Study Abroad Partner Program through Fordham University

PROFESSIONAL EXPERIENCE

MAJOR LEAGUE BASEBALL, NYC, NY

JUNE 2024 – NOVEMBER 2025

Special Projects Coordinator – Streaming Services and Subscriptions (January 2025– November 2025)

Designed, coordinated, and delivered brand assets to assist MLB paid content platforms while developing future campaigns

- Executed dynamic digital brand materials for MLB.TV, CLUB.TV, MLB At Bat, MLB Network, and Club Ticketing, enhancing cross-platform user experience.
- Adapted and optimized assets for new club in-market packages (CLEGUARDIANS.TV, TWINS.TV, PHILLIES.TV, GIANTS.TV, ATHLETICS.TV SNY, SNLA+, MASN+), adjusting in real time to evolving club design needs.
- Collaborated with design, editorial, commerce, legal, and email teams to align on cohesive brand messaging while ensuring seamless content execution.

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

Designed digital assets and supported promotional campaign development while working cross-functionally to enhance MLB's streaming platforms.

- Led strategic campaigns for key events (e.g., All-Star Sale, Second Half Free Preview), driving fan engagement and revenue growth.
- Engaged in career development events with senior leadership, including a Q&A with MLB Commissioner Robert Manfred.

FORDHAM UNIVERSITY ATHLETICS, BRONX, NY

SEPTEMBER 2022 – MAY 2025

Head Social Media and Creative Content Student Manager (September 2023– May 2025)

Directed a team of 25+ student content creators, coordinating production for Fordham Athletics' Twitter, Instagram, and TikTok platforms.

- Executed a comprehensive social media strategy based on competitor analysis and brand alignment, tripling platform viewership.
- Maintained active communication with Fordham Athletics Ticketing, Sports Information Directors, the Assistant Marketing Director, Facilities Managers, and individual athletic team staff to efficiently manage social media coverage, marketing campaigns, and content creation.
- Spearheaded high-profile campaigns for events including Homecoming, A-10 Tournaments, and the Rose Hill Gym 100th Anniversary.

Fordham University Baseball Media Manager (January 2023– May 2025)

Managed social media, photography, and design initiatives to promote Fordham Baseball across multiple touch points.

- Conceptualized and designed a recruiting website for prospective student-athletes using WIX, enhancing the university's online presence for recruitment purposes.
- Directed and produced a high-impact Times Square media day photoshoot, amassing over 176,000 views and wide media distribution.
- 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.

- Identified strategic gaps in marketing outreach and implemented new fan engagement ideas, such as FanCam and TikTok activation.

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.

- Captured and produced high-quality visual content at 6–7 games per week using Adobe Creative Suite.
- Developed creative content ideas and projects at bi-weekly PR team meetings.
- Fulfilled social media activations with league sponsors like Dunkin' Donuts.

SKILLS AND LANGUAGES:

ASANA, FORGE, Word, Excel, Outlook, Google Suite (Docs, Sheets, Drive, Calendar), Adobe Suite (Photoshop, Lightroom, Premiere Pro), Photoshelter, Canon Digital Camera, Conversational in French.