





ERICA ROSS

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CONTACT

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EDUCATION

Penn State University
May 2024
B.A. Journalism
Minor: Sports Studies
Minor: Digital Media Trends & Analytics
John Curley Center for Sports Journalism Certificate

SKILLS

- Adobe Creative Suite
- Photography & Lightroom Editing
- All Social Media Platforms
- Long & Short Form Video Editing
- Canva

ORGANIZATIONS

- Association For Women in Sports Media
 - Member: 2020 - 2024
- 46Live
 - Member: 2021 - 2024
 - Senior Producer: 2023 - 2024

WORK EXPERIENCE

MARKETING PROMOTIONS ASSISTANT

Comcast Spectacor

October 2025 - Present

- Creating fan experiences and building brand connections through marketing and promotions.
- Responsible for supporting game day giveaways during Philadelphia Flyers and Philadelphia Wings home games (pre & post-game).
- Assist the marketing team with other game day initiatives, including promotional tagging of seats, specialty ticket package redemption, and maintaining concourse activations.

GAME DAY OPERATIONS ASSISTANT

Philadelphia Union

February 2025 - Present

- Coordinated and executed in-stadium activities, operations and sponsor-related events for MLS and MLS Next Pro games in a high intensity environment.
- Coordinate with Union marketing and operations teams to enhance the overall game day experience for guests.

KEY HOLDER

Cotton On Group

Sept 2020 - Present

- Coordinated and executed monthly floor set activities, including visual merchandising, product placement, and fixture arrangement, to enhance store presentation and drive sales while ensuring compliance with brand standards.
- Manage store Instagram and TikTok accounts to engage with customers. Increased viewership and engagement up to 1,000 viewers - 5.5k viewer increase in last 90 days.

NEWS & SOCIAL MEDIA PRODUCER

Centre County Report

Jan 2024 - May 2024

- Built weekly social content calendars, wrote platform specific copy and scheduled daily posts across Instagram, X and Youtube.
- Produce newscasts live streaming on YouTube and for our streaming partners to air across 29 counties and 500,000 television homes.

SENIOR VIDEO PRODUCER

46Live

August 2023 - May 2024

- Oversaw production timelines and scheduling of 15+ videographers, creative strategy, and final asset delivery to ensure brand consistency and audience impact.
- Assist in capturing video, photography and editing packages for use on social media channels with 1,800 followers. Captured real time behind the scenes footage and short-form clips for social distribution during live events.
- Present content on live stream with 200,000+ views, 4.3 million total minutes watched in 80+ countries. With largest concurrent viewership being 15,000+.

WORLD SERIES RESIDENT

Little League International

July 2023 - August 2023

- Produced real time social content for live events in-person and remote, using trend-based formats to drive 10k - 100k views per post.
- Create an fan first environment through operation of fan-cams to engage audiences and execute sponsorship activations.