



JAMES TREY HIGDON

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FREELANCE CLIENTS



SKILLS

Strategic communications/public relations

Crisis communications/public relations

Media relations

Press releases

Storytelling/Feature writing

Social media strategy

Social media management

WordPress

Website SEO

Mailchimp

Content creation

Adobe Creative Suite

Premiere Pro

Lightroom

Photoshop

EXPERIENCES

2026

Digital Marketing Consultant/Social Media Manager

FIFA World Cup 2026 - Dallas, Texas (Hybrid)



- Led selection, copy, publishing, and real-time distribution of reactive content across official FIFA World Cup TikTok, Instagram, Threads, X/Twitter, YouTube, WhatsApp, and Facebook channels, serving a combined audience of 309.6 million followers
- Utilized Sprinklr to publish and tag content across various social media platforms to provide accurate performance analytics
- Helped execute FIFA's first-ever Preferred Platform deal with TikTok, publishing up to 15 posts per day pre- and post-tournament and 50 posts per day in-tournament, contributing to 27 million new followers and over 30 billion views
- Helped develop and execute FIFA's Storyteller App strategy on FIFA.com, resulting in 144 million page views, 1 million shares, and 6.5 million unique visitors

2025 - 2026

Interim Social Media Manager and Communications Advisor

FC Tulsa - Tulsa, Oklahoma (Remote)



- Developed strategy and managed FC Tulsa's Facebook, Instagram, and X accounts, resulting in 9.6 million views on IG (6,700% increase), 85,440 Interactions on Facebook (124.7% increase), and 42,426 Engagements on X (75% increase) by the end of the 2025 USL Championship season
- Curated weekly fan-facing email messaging focused on club news, ticket sales, merchandise, and partnership activations in Mailchimp
- Wrote and distributed club press releases, specifically regarding new player acquisitions ahead of the 2026 USL Championship season
- Advised on best practices regarding match previews, recaps, game notes, and supplementary editorial content
- Managed editorial and other tentpole content on the club's WordPress website

2022-2026

Social Media & Digital Marketing Manager

Spot, Inc. - Indianapolis, Indiana



- Managed organic & paid social media and public relations strategy, resulting in 20% year-over-year follower growth across all social channels
- Developed graphic design templates, photo, and video content used across Spot's digital properties and physical promotional materials
- Developed and led internal social media advocacy and thought leadership programs to train new hires, tenured employees, and senior leadership on professional digital conduct and sales prospecting from their personal accounts
- Managed website design via WordPress, driving over 1.1 million website views in 2025 through industry-relevant SEO content
- Led podcast recording, editing, and distribution via Riverside and Buzzsprout, with over 4,000 lifetime downloads



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EDUCATION

2011 - 2015

Indiana University-Purdue University - Indianapolis

Bachelor Of Arts; Journalism with a Concentration in Public Relations

- Graduated with High Distinction (Top 10%); Minor in Japanese

REFERENCES

Kyle Sheldon

Founder & CEO

Name & Number

Kyle@nameandnumber.com

312-610-9080

Kelsi Meelo (Steele)

Account Manager

BDA, Inc.

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Caleb Sewell

Sporting Director & General Manager

FC Tulsa

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Travis Lamprecht

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Jackie Simmons

Sr. Manager, Demand Generation &

Digital Marketing

Spot, Inc.

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812-322-2434

2024



Interim Head of Social Media

Las Vegas Lights FC - Las Vegas, Nevada (Remote)

- Contracted by soccer-specific agency Name & Number to assist with Las Vegas Lights FC client work for the 2024 USL Championship season
- Developed strategy and managed Las Vegas Lights FC's Facebook, Instagram, and X accounts X/Twitter, Facebook, and Instagram accounts, resulting in 7,310 new followers on IG (33,100% increase), and 741,889 reach on Facebook (227.3% increase)
- Remotely collaborated with executive leadership, front office, and technical staff on creative content execution
- Managed editorial and press release content distribution on the club's WordPress site
- Collaborated with agency staff on look, feel, and messaging of the club's first-ever postseason campaign
- Remotely managed freelancers on graphic, video, and photo content on matchdays
- Assisted with onboarding and transition of new full-time Communications and Digital staff

2018 - 2022



Content Communications Manager

Indy Eleven - Indianapolis, Indiana

- Co-recipient of the 2020 USL Championship Media-voted Best-In-Class Communications Award for exemplary editorial and crisis communications performance during the shortened COVID-19 season
- Wrote, edited, and distributed press releases, newsletters, media guidelines, feature stories, previews, recaps, match notes/stats, and other club materials to local and national media partners
- Developed strategy and managed Indy Eleven's social media channels, including X/Twitter, Facebook, Instagram, Snapchat, YouTube, LinkedIn, and TikTok
- Collaborated across departments to help develop content and messaging around season-long campaigns, jersey launches, ticket sales, and partnership activations
- Created high-quality photo, video, and graphic content used across Indy Eleven's public-facing digital properties, billboards, merchandise, and printed materials
- Acted as the primary First Team media relations contact, managing media credential distribution, pitching stories to local and national media partners, scheduling interview requests, and serving as the media liaison at training sessions, home games, and applicable away fixtures

2017 - 2018



Marketing Manager

Creative Works, Inc. - Indianapolis, Indiana

- Drafted and distributed press releases to industry media outlets
- Shot and edited photo and video content for website, social media, marketing materials, industry publications, and customers usage
- Developed blogs, product descriptions, and sales materials for the company website