

Riley McDermott

DIGITAL CONTENT / CREATIVE COORDINATION

Austin, Texas · (740) 972-0022 · rileymcdermott.atx@gmail.com
riley-mcdermott.com · LinkedIn

Digital content strategist who turns complex ideas into accessible stories and coordinates the people, feedback and production details that bring them to life. Experience spans research communications, social content, video, photography, websites and live events.

CURRENT EXPERIENCE

Digital Content Strategist

UT Research, The University of Texas at Austin · March 2025 to present

- Manage content across **7+ digital channels**, from story research and creative development through stakeholder review, accessible publishing and performance reporting.
- Write and adapt social copy, graphics, captions and alternative text for UT Research and initiatives including Good Systems, Planet Texas 2050 and Whole Communities-Whole Health.
- Partner with researchers, university leaders and communications teams to explain complex work accurately and find an audience-focused story.
- Contributed to shared first-year results of **1,361,037 impressions (+148.6%)**, **13,524 link clicks (+114.4%)** and **56.7% total audience growth**.

Reporting: March 3, 2025 to March 3, 2026 vs. the prior reporting year. Source: OVPR Social Media Performance Summary, Year 1. Shared team results.

- Keep simultaneous projects moving with Asana, Buffer, asset organization, approval tracking and recurring workflow improvements.

SELECTED FREELANCE PROJECT

Conference Creative & Coordination

Society for PAs in Pediatrics (SPAP) · 2026

- Create promotional content, short videos, an 84-second ACL-themed conference-break video, social graphics and production-ready badge materials for the October 2026 event.
- Write speaker recording instructions, coordinate contributor submissions and reviews and prepare final files with the conference chair.

EARLIER EXPERIENCE

Marketing Specialist

Moby Capital · July 2024 to February 2025

- Supported website content, WordPress updates, visual direction and digital creative across Moby Capital, Orca Capital and Everest Point Capital.
- Organized contributor feedback, revisions and delivery in ClickUp; developed procedures and supported campaign execution and reporting.

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Digital content strategist & creative project coordinator

EXPERIENCE CONTINUED

Marketing & Events Coordinator

Wonder World Cave & Adventure Park / The Groove · December 2023 to July 2024

- Created attraction and restaurant content, promotional graphics, original on-site photography and email campaigns while coordinating events and guest-facing programming.
- Worked across marketing, guest services, operations, vendors and partners on timelines, materials, reservations, print orders and on-site needs.
- Reported results included 152.3% growth in social reach for Wonder World and \$5,214 in email-attributed sales for The Groove, representing 5.7% of sales in the campaign report.

Historical role-level campaign figures; original reporting windows are not available.

Marketing Intern

Wonder World Cave & Adventure Park / The Groove · May 2023 to December 2023

- Supported audience research, campaign planning, promotional content, creative asset organization and event marketing.

Marketing Intern

Texas State University Hockey · December 2022 to August 2023

- Created social graphics and promotional materials for games, schedules, tryouts and drop-in hockey; supported fan engagement and game-day logistics.

ADDITIONAL EXPERIENCE

Bank Teller, Wells Fargo · October 2022 to September 2023

Customer communication, accurate transactions and confidential account support.

Administrative Assistant, Texas State University LBJ Student Center

January 2022 to August 2022 · Scheduling, records, campus support and event logistics.

Student On-Site Representative, Collabera / Wells Fargo

June 2022 to July 2022 · Financial-literacy outreach, presentations and student programming.

EDUCATION

Texas State University

B.S. Public Relations · Minor in Studies in Pop Culture · August 2024

SKILLS & TOOLS

Skills: Story research, social copy, visual storytelling, accessibility, contributor communication, creative briefs, approvals, performance reporting and event coordination.

Tools: Asana, ClickUp, Notion, Buffer, Zapier, Canva, Adobe Creative Suite, WordPress, Google Workspace and Microsoft Office.