

Christopher Ullrich

Social Media Manager | Content Creator

(302) 298-4696

ChrisKUllrich@gmail.com

[linkedin : ChrisKUllrich](#)

EXPERIENCE

PORTLAND TRAILBLAZERS | Portland, Oregon | February 2023 - Present

Blazer5 Gaming Head Coach / Content Creator

- Designed and implemented a strategic system leading Blazer5 Gaming to playoffs in both game modes during the first year.
- Analyzed social media performance metrics to identify trends, strengths, and areas for improvement.
- Collaborated with cross-functional teams to align social media efforts with overall marketing objectives and business goals.
- Assisted social media team in managing and creating organic and paid content.
- Achieved top 5 social media ranking in the NBA 2K League for consecutive years.

NATIONAL BASKETBALL ASSOCIATION | New York, NY | December 2021 - February 2023

Content Creator/ Host/ Shoutcaster

- Led the development and management of the content series "NBA2K LEAGUE CLOSEOUT" across multiple platforms X(Twitter), YouTube, Twitch, Instagram, and TikTok.
- Filmed, scripted & edited episodes for "NBA2K League Closeout achieving high engagement and viewer retention on NBA2K League social channels.
- Produced and edited sponsored videos showcasing sponsor products and integrating brand messages seamlessly.
- Co-produced and hosted Post-Game Twitter spaces and weekly live shows (BFW Live) on Twitch and Youtube to foster community engagement within the NBA2K League.
- Provided color commentary during NBA2K League main broadcasts, enhancing viewer experience with insightful analysis and commentary.

MINNESOTA TIMBERWOLVES | MINNEAPOLIS, MINNESOTA | March 2021 – December 2021

T-Wolves Gaming Social Media Manager / Assistant Coach

- Leveraged social media analytics tools to track and analyze performance metrics across multiple platforms.
- Developed data-driven insights and recommendations to optimize content strategy, enhance engagement, and increase follower growth.
- Produced engaging multimedia content including videos, social media posts, and live shows to promote team sponsors and activations.
- Achieved over 2 million impressions within 90 days through the implementation of fan engagement strategies and initiatives, enhancing the organization's online visibility and interaction with its audience.
- Managed the building of Michael "BearDaBeast" Key's brand to over 110,000 followers across X(Twitter), YouTube, Twitch, Instagram, and TikTok.

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Charlotte Hornets | Charlotte, North Carolina | May 2020 - February 2021

Content Creator/Host

- Created, produced & hosted content series “The Venom Report” for Hornets Venom GT’s Twitch channel
- Spearheaded Community Management and engagement for Hornets Venom GT’s weekly shows & live games.
- Implemented strategies based on data insights to increase fan engagement and brand visibility.

SKILLS

Social media strategy and management

Content creation (video, written, graphic)

Content planning and scheduling

Community engagement and management

Analytics and performance tracking

Brand development and management

Video production & editing

HONORS

2023 NBA2K LEAGUE Coach of the Year Nominee

2023 NBA2K LEAGUE Fan Engagement Award Finalist

2023 TURN Finals Runner-Up

2023 STEAL Finals Winner

2022 First Amateur Coach to qualify for NBA 2K League Playoffs

2022 First Amateur Coach to win an NBA 2K League Game

2021 NBA2K LEAGUE Fan Engagement Award Finalist

2021 TIPOFF Finals Winner

2021 FIBA esports Gold Medal winning Coach

2015 Emmy Award – Neumann Sports Network: 2015 – 2016.

2015 Emmy-nominated scriptwriter for “Cyberella A Digital Fairytale”

EDUCATION

Upright Citizens Brigade, New York, NY : Improv 101

Neumann University, Aston, PA : Arts Production and Performance