

# HENRY BUFORD COLLINS



## EDUCATION

University of Colorado, Boulder: College of Media, Communication & Information *May 2021*  
B.S. Strategic Communication: Public Relations  
Sports Media Minor  
GPA: 3.445  
Dean's List: Fall 2019, Spring 2020 & Spring 2021

## CONTACT

Address: 735 17 Street, Boulder, Colorado  
Cell Phone: (415)-754-5300  
School email: [heco2396@colorado.edu](mailto:heco2396@colorado.edu)  
Personal email: [henrybufcollins@gmail.com](mailto:henrybufcollins@gmail.com)  
LinkedIn: [www.linkedin.com/in/henry-buford-collins](https://www.linkedin.com/in/henry-buford-collins)

## PROFESSIONAL SKILLS

- HubSpot Academy Inbound Certified
- Hootsuite Platform Certified
- Google Analytics Certified
- Proficient TweetDeck
- Proficient Salesforce Social Studio
- Intermediate Excel
- SportyBot
- AP Style
- Adobe Creative Suite: Photoshop, Lightroom, Premiere
- Social Media Analysis
- INFLCR
- Microsoft Office
- Strong Knowledge of Trends & Sports

## WORK EXPERIENCE

### Social Media Intern

*Baltimore Orioles (January 2021-May 2021)*

*Remote*

- Duties included social editorial calendar planning, social copywriting, content sourcing, and commissioning.
- Created content for Twitter and Instagram Stories.
- Engaged in cross-functional communication with various stakeholders

### Digital Content Assistant

*University of Colorado Athletics (January 2020-January 2021)*

*Boulder, Colorado*

- Assist with planning social content, update social calendar, plan and execute events and social media campaigns. Work closely with the Marketing and SID department.
- Create and publish content on official social media accounts - Football, Basketball, Soccer, Volleyball.
- Manage official @CunitBuffs social media accounts -Twitter, Instagram, TikTok.
- Ideate, promote, create, publish and analyze content for various accounts.
- Jumpstarted various social media accounts, including the @CunitBuffs TikTok account.

### Social Media Intern

*University of Colorado Athletics (August 2018-January 2020)*

*Boulder, Colorado*

- Assisted student-athletes and recruits throughout photoshoots, conversed with parents, assisted with the planning of official visits.
- Managed and sent mail-outs to potential student-athletes.
- Scheduled and created tweets for Football and Men's Basketball.
- Brainstorm future content for Instagram and Twitter accounts.
- Assisted with National Signing Day for the Football team.

### Summer Intern

*Must Love Sports: Summer Session 2020*

*Remote*

- Accepted through a competitive application process to a ten-week immersive program created as an alternative to internships that were canceled due to COVID19. Focusing holistically on the sports industry and complete with weekly speakers, coordinated panels, and intensive networking across various organizations, industry leaders, and peers with a shared interest.

### Marketing Intern

*ChalkBoard (August 2020-May 2021)*

*Remote*

- Interpreted market research and gain user feedback.
- Gain user traction.
- Execute growth strategy.
- Helped orchestrate CU Boulder Invitational by gathering participants and increasing app use during the event.

## RELEVANT LEADERSHIP

### PRSSA Bateman Case Study Competition

*PRSSA (Aug 2020-April 2021)*

- National case study competition for public relations students.
- Launched a digital campaign surrounding national incivility and promoted civil discourse among CU students.
- Created social content and head of visuals.

### Phi Gamma Delta

*Media Chairman*

*Fraternity (January 2018-December 2019)*

- Design and schedule social media posts for the Phi Gamma Delta Instagram and Graduate Brothers Facebook account.
- Delegated tasks to members in order to maintain social accounts.