Cooper Santos

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PROFESSIONAL SUMMARY

Marketing student and NCAA Division III student-athlete with professional experience across sports marketing, digital content, live production and game-day operations. Experienced supporting professional sports organizations, creating fan-focused content, coordinating activations and working cross-functionally in fast-paced sports environments.

EXPERIENCE

Delmarva Shorebirds | Salisbury, MD

-Marketing Intern | June 2026 – August 2026

- Created social media graphics, photography, and short-form video content in Adobe Photoshop and Canva to promote games, giveaways and fan engagement across Instagram, Facebook, and X.
- Produced feature stories and promotional content by researching players and team storylines, selecting visuals, and preparing digital assets for team platforms.
- Coordinated game-day marketing activations including promotional photography, playlists, trivia, signage, and digital content to support in-stadium fan engagement.
- Maintained player rosters, headshots, and promotional assets, ensuring accurate and timely information for game-day marketing and communications.
- Used generative AI and social-media trend research to brainstorm content concepts, graphic ideas, and fan-engagement opportunities

-Press Box & Camera Operator | March 2026 – August 2026

- Captured live game action by operating cameras and following real-time production direction to support the broadcast and fan viewing experience.
- Executed press-box production tasks by preparing lineups, music, walk-up songs, and camera equipment before and during games.

Monumental Sports Network | Washington, D.C.

-Live Production & Digital Media/Marketing Intern | June 2025 – August 2025

- Supported live broadcasts for the Washington Mystics and Washington Spirit, assisting production crews across pregame, live-event and postgame coverage.
- Rotated across Live Production, Digital Media, and Marketing, contributing to cross-functional projects supporting content development and fan engagement.
- Edited, organized, and published digital video content for Monumental+ and the Monumental Sports Network YouTube channel.
- Supported live content capture through camera operation, replay, and control-room production during professional sporting events.
- Assisted with email marketing, social content strategy, audience acquisition/retention initiatives, and sports trend research.
- Worked directly within fast-paced professional sports environments alongside athletes, teams, and production/marketing personnel.

Ropewalk Ocean City | Ocean City, MD

-Server | March 2026 – August 2026

- Managed a high volume of guest relationships by prioritizing requests, communicating clearly, and delivering timely service across multiple tables.
- Resolved guest needs by coordinating with kitchen, bar, and support staff in a fast-paced team environment.
- Maintained an organized guest experience by tracking time-sensitive needs and adapting quickly during high-pressure shifts.

EDUCATION

Salisbury University – B.S. in Marketing **(Graduating May 2027)**

NCAA Division III Student-Athlete – Salisbury University Varsity Men's Soccer

SKILLS

Sports Marketing & Fan Engagement • ChatGPT • Google Gemini • Marketing Activations • Event & Game-Day Operations • Digital Content Creation • Social Media • Cross-Functional Collaboration • Relationship Management • Project Coordination • Content & Asset Management • Trend Research • Adobe Photoshop • Canva • Live Production