

SHERIE Y. SMITH

DIRECTOR OF DIGITAL MEDIA

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MY PROFILE

As Director of Digital Media for an Olympic national governing body, I lead award-winning storytelling strategies that elevate visibility, strengthen engagement, and celebrate human narratives across the U.S. Men's and Women's National Teams. With over a decade of experience in video production, live broadcast, and digital media management—including coverage of NCAA water polo, Junior Olympics, and professional sports with the Texas Rangers and Dallas Mavericks—I've helped shape the public image of USA Water Polo through televised programming, national campaigns, and dynamic social content. Now relocating back to Texas to be closer to family, I am seeking a meaningful opportunity where I can contribute creatively while supporting a mission-driven organization that values work-life balance and authentic storytelling.

EDUCATION

2015

M.S. - Media Arts & Technology

Digital Media Management

Duquesne University | PA, USA

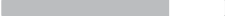
2014

B.A. - Public Relations and Advertising

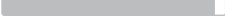
Duquesne University | PA, USA

SKILLS

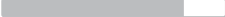
Meta Business Suite



Adobe Pr



Adobe Ps



Adobe Ae

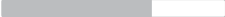
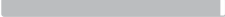
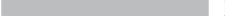


Image Relay (DAM)



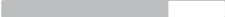
Google Drive



X Professional Studio (Formerly Twitter)



WSC Sports Live Cutter System



INTEREST

Cooking

Spin Class

Outdoors | Track & Field

WORK EXPERIENCE

USA Water Polo | Irvine, CA

2015 - Present

Director of Digital Media

March 2024 - Present

- Contributed original photography, video, and creative assets to USAWP's Instagram account, which saw a 789% YoY increase in reach in Jan 2025 and over 16M video views and 307K+ interactions in the first half of the year.
- Developed emotionally resonant video content for national team features and Olympic campaigns, resulting in 200%+ growth in viewer engagement leading up to Paris 2024.
- Executive producer on three SVG award-winning digital broadcasts, recognized for excellence in live sports coverage and storytelling.
- Served as liaison between National Teams and media outlets to ensure accurate, timely, and compelling media coverage and manage freelance and intern production teams, streamlining post-production workflows and mentoring entry-level talent.

Senior Digital Media Manager

2022 - 2024

- Co-managed digital and social media scheduling across multiple platforms, supporting audience growth through timely event and campaign coverage.
- Served as lead video producer for high-visibility national events, marketing initiatives, and fundraising efforts, including donor engagement videos and athlete features.

Digital Media Manager

2019 - 2022

- Produced and distributed original video content across social, web, and broadcast platforms, expanding brand visibility and media reach.
- Developed short-form video and motion graphics packages for recurring series and live-stream coverage.

Video Producer

2015 - 2019

- Created and edited promotional videos for Junior Olympics, Olympic Development Program and National Team competitions, driving sustained increases in viewership.
- Applied narrative-driven storytelling to spotlight athlete journeys and brand values, earning recognition across USAWP channels.

CERTIFICATES

2024

Safesport Trainee

Irvine | CA,USA

AWARDS

2025

**Sports Video Group (SVG)
Awards - Exectutive Producer**

*In-Venue Video | Collegiate Conferences
and Governing Bodies*

USA Water Polo

2024

**Sports Video Group (SVG)
Awards - Exectutive Producer**

*Live Game Production | Collegiate
Conferences and Governing Bodies*

USA Water Polo

2023

**Sports Video Group (SVG)
Awards - Exectutive Producer**

*Live Game Production | Collegiate
Conferences and Governing Bodies*

USA Water Polo

2018

**United States Olympic
Committee - Diversity & Inclusion
Award Nominee**

USA Water Polo

WORK EXPERIENCE CONTINUED

Dallas Cowboys | Arlington, TX

2015

GAME DAY FAN CLUB STAFF

- Delivered high-energy, in-person fan engagement experiences at AT&T Stadium, promoting fan club memberships and driving brand loyalty across all age groups.
- Utilized persuasive communication and customer service skills to enhance game-day satisfaction and encourage repeat participation in Cowboys fan initiatives.
- Represented the Cowboys brand with professionalism while assisting with promotional activations and ensuring a seamless experience for thousands of fans each game day.

Pittsburgh Penguins | Pittsburgh, PA

2015

PRODUCTION INTERN

- Assisted with in-house video production for NHL game days, fan features, and promotional segments, gaining hands-on experience with HD cameras, lighting, and audio gear.
- Edited content for digital platforms and broadcasts using Final Cut Pro, supporting Penguins TV and in-arena media.
- Gained hands-on experience in professional sports production, contributing to live and post-production workflows.

Texas Rangers | Arlington, TX

2014 - 2015

GAME DAY FAN CLUB STAFF

- Operated in-stadium cameras for live in-game coverage, athlete highlights, and crowd engagement segments, contributing to the entertainment value of the fan experience.
- Captured dynamic content for use in marketing promotions and scoreboard features, aligning visuals with the Rangers' brand and promotional objectives.
- Collaborated with game presentation and marketing teams to execute interactive fan activations and stadium-wide media campaigns.
- Supported live event production workflows, developing foundational skills in video operations and sports storytelling.

REFERENCE

Greg Mescall

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