

Riley Moquin

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OBJECTIVE Sports creative and graphic designer seeking a position in professional or collegiate athletics to combine my diverse range of creative interests and help build a progressive and forward-thinking brand.

EXPERIENCE

Graphic Design Intern (Oct 2024 - August 2025) Massachusetts Pirates, Lowell, MA

- Created unique gameday graphics packages for Pirates home games throughout 2025 Indoor Football League Season
- Built unique and cohesive creative content for both digital and physical mediums, including use across team social media accounts, season programs, gameday marquees, and media day staging
- Designed advertisements promoting various team-organized events, such as games and preseason fan events, for use on external platforms such as The Lowell Sun

Retail Associate (Aug 2024 - present) Converse, Cypress, TX

- Attended to store visitors and assisted in finding appropriate products according to need, heavily prioritizing driving registrations to Converse email list
- Communicated ever-changing sales and discounts to upsell customers with further incentives

Marketing Manager (Dec 2023 - Oct 2024) The Palace Way, Greater London, England · Remote

- Established an engaging Instagram and TikTok presence for one of the most frequented blogs covering Crystal Palace Football Club, specializing in video edits, highlights and podcast clips
- Designed template posts for club news and statistics, partnering with blog editorial team to amplify regular web articles
- Authored web articles on Crystal Palace FC, producing analysis pieces and match previews

Marketing Director (May 2023 - May 2024) Coog Radio, Houston, TX

- Rebranded the organization by developing new logos, font choices, merchandise, and collateral
- Coordinated ticket giveaways in partnership with House of Blues Houston, White Oak Music Hall, Allied Global Marketing, and others
- Initiated new projects and campaigns, including campus pop-up events and monthly playlists while managing Coog Radio's social media accounts, with a primary focus on Instagram

Assistant Sports Editor (May 2023 - May 2024) The Cougar, Houston, TX

- Authored feature stories on UH Athletics, leading the coverage of the UH football beat during the program's inaugural season in the Big 12
- Edited a diverse range of UH Athletics-focused stories in AP style, optimizing content for SEO
- Attended UH Athletics events as a credentialed media member, interacting with key figures such as head football coach Dana Holgorsen and men's basketball coach Kelvin Sampson

Sports Writer (Nov 2021 - May 2023) The Cougar, Houston, TX

- Covered a diverse range of athletics, including football, men's and women's basketball, baseball, and softball at the University of Houston
- Crafted game recaps and feature articles, including an interview with former UH men's basketball guard Tramon Mark

EDUCATION

Bachelor of Arts in English with University Honors University of Houston—Houston, Texas

Minor Advertising

SKILLS

Adobe Creative Cloud, including Photoshop, Illustrator, Premiere Pro, Audition, InDesign, and Lightroom. Logo design and brand development. Typography. Web design, including Wordpress. Digital photography. Google Analytics, Google Ads. Search Engine Optimization (SEO). Search Engine Marketing (SEM). Social media management, including Instagram, Tik Tok, Twitter/X, and Facebook. Copywriting. Creative writing. Email marketing. Graphics optimized for social media. Creative direction. Journalism, including AP style writing. Editing. Fashion design. Budget management. Event planning. Media production. Basic French proficiency.

HONORS

Dean's List: Dec 2020, May 2021, Dec 2021, Dec 2022, May 2023, Dec 2023

Kelsey Jackowski Memorial Scholarship, May 2020

David & Jackie Gardner Scholarship, Aug 2023

Special Recognition Award, University of Houston–Center for Student Media, May 2024

Cum Laude Graduate, May 2024

University Honors, Honors College at the University of Houston–May 2024

Employee of the Month, Converse–Houston Premium Outlets, Oct 2024, Dec 2024, Feb 2025

Bylines: *The Cougar, The Line of Best Fit, Rivals, Coog Radio, SB Nation, The Palace Way*