

NATE FRIEFELD

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PROFESSIONAL SUMMARY

Digital media and content marketing professional with experience leading social media strategy across a multi-program sports organization serving 13,000+ athletes. Proven ability to develop and execute content strategies that drive engagement, increase brand visibility, and support player development and recruitment initiatives. Combines strategic oversight with hands-on content creation, while collaborating across teams and mentoring interns to deliver consistent, high-quality digital experiences.

WORK EXPERIENCE

CHARLOTTE INDEPENDENCE SOCCER CLUB (CISC)

Manager, Digital Media & Content Marketing

Charlotte, North Carolina

February 2022 – Current

- Lead digital media and content strategy across a multi-program soccer organization serving 13,000+ players, ensuring a consistent and engaging brand presence across all platforms.
- Oversee content planning and platform strategy across Instagram, X, Facebook, TikTok, and YouTube, aligning messaging with organizational goals and key initiatives.
- Capture and produce photo and video content at trainings, matches, and events to support storytelling, fan engagement, and player development pathways.
- Collaborate cross-functionally with coaching, marketing, and operations staff to execute integrated campaigns and elevate the club's visibility.
- Manage and mentor marketing interns, providing direction on content creation, workflows, and brand standards while supporting their professional development.
- Analyze platform performance and engagement metrics to refine content strategy and drive sustained growth across digital channels.
- Develop content strategies that support player development pathways and enhance visibility for recruitment opportunities

Key Achievements

- Drove growth of combined social media reach from 3.4 million to over 8.4 million across Instagram, Facebook, X, and TikTok within two years.
- Maintained consistent annual reach exceeding 8 million while scaling content strategy across multiple platforms.
- Generation over 14.9 million impressions in the most recent year, representing significant year over year growth through targeted campaigns and optimized content distribution.

FRATERNITY SOCIAL MEDIA

Freelance Social Media Consultant

Remote

June 2021 – October 2021

- Expanded brand awareness and engagement across Instagram and TikTok through trend-based content strategies.
- Developed content aligned with brand voice while increasing geographic reach across Southeastern markets.
- Collaborated with internal team to set weekly content goals and performance objectives.

THE SUITE BOUTIQUE

Marketing Intern

Clemson, South Carolina

January 2021 – May 2021

- Grew Instagram following to 1,000 through targeted content strategies.
- Developed and executed social media campaigns to increase brand awareness and engagement.
- Conducted photoshoots to build a content library for digital marketing.
- Collaborated with business owners to develop marketing initiatives and promotional strategies.

LIGHTING ELYSIUM
Digital Marketing Intern

Remote
September 2020 – December 2020

- Conducted competitive and social media analysis to inform digital strategy.
- Proposed website improvements to enhance SEO performance and user experience.

FIELD TOOL SUPPLY COMPANY
Social Media Intern

Remote
May 2020 – August 2020

- Conducted platform and competitor analysis to inform social media strategy development.
- Collaborated with senior leadership to align social media efforts with business goals.
- Recommended and helped launch initial social media presence across key platforms including Facebook, Instagram, LinkedIn, and YouTube.

ADDITIONAL WORK EXPERIENCE – [VIEW DETAILS](#)

LACROSSE AMERICA
Social Media Intern

Glenview, Illinois
May 2017 – August 2017

FIELD TOOL SUPPLY COMPANY
Co-Op

Chicago, Illinois
May 2014 – August 2018

CORE COMPETENCIES

Social Media Strategy | Content Creation (Photo & Video) | Digital Marketing | Sports Marketing | Brand Development | Analytics & Performance Tracking | Cross-Functional Collaboration | Intern Leadership

EDUCATION

GEORGETOWN UNIVERSITY
Master of Industry Sports Management

Online, Part-Time
Expected May 2027

UNIVERSITY OF FLORIDA
Master of Mass Communications

Gainesville, Florida
August 2023

CLEMSON UNIVERSITY
Master of Business Administration

Greenville, South Carolina
May 2021

MICHIGAN STATE UNIVERSITY
Advertising Management

East Lansing, Michigan
May 2019

Certifications + Technical Skills

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- Photography | Videography | Adobe Photoshop
 - Portfolio: nathanfriefeld.com
 - Hootsuite Social Media Marketing Certified
 - Hootsuite Platform Certified
 - HubSpot Academy Social Media Marketing