



# JOSHUA M. RATTRAY

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## College Athletics Experience

### NC State University Athletics - Raleigh, NC

Director of Communications

August 2013-July 2016

- \* Managed external communications strategy for nationally-ranked Men's Basketball program. Organized all local and national media efforts and served as liaison to television networks on a weekly basis.
- \* Landed regular successful media pitches to USA Today, ESPN, Sports Illustrated, Yahoo! and CBS Sports among other national and regional outlets.
- \* Made daily updates to web using CMS programs, resulting in web traffic ranking in the top 25 nationally (among 351 programs).
- \* Designed graphics and coordinated imagery with team of designers for departmental publications and online platforms.
- \* Operated and oversaw social media channels ranked in top 25 nationally in audience size. Increased program's Twitter audience by 57% over 19 months.
- \* Coordinated copy and social media efforts in an integrated department that set revenue school's revenue record in 2016 and ticket sales record in 2015.

### Butler University Athletics - Indianapolis, IN

Assistant Communications Director

August 2009-August 2013

- \* Served as media contact during basketball team's NCAA Final Four appearances in 2010 and 2011, resulting in media exposure valued at \$1.2 billion.
- \* Served as primary contact and lead editor for athletics department website. Our website ranked second nationally in web traffic in our provider's network.
- \* Established department's first-ever online multimedia strategy, producing 331 videos during 2011-12 and 2012-13 years for all sports.
- \* Developed communications and marketing synergy, increasing apparel and photo sales and managing online auctions.
- \* Singularly coordinated media efforts when Brad Stevens left Butler to coach the Boston Celtics. It was the biggest story in all of sports that week.
- \* Created department's student internship program. Hired and oversaw workers at events and daily in the office.
- \* Secondary contact for department's social media channels. Implemented live blogs to enhance fan connectivity.
- \* Contributed to online and print branding portfolio across athletics and university platforms.

### Horizon League, Inc. - Indianapolis, IN (HorizonLeagueNetwork.tv)

Assistant Communications Director

August 2008-August 2009

\*\*\* MORE INFORMATION AVAILABLE UPON REQUEST

## Entry Level

### Michigan State University Athletics East Lansing, MI

Full-Time Postgraduate Intern  
July 2007-July 2008

\* MORE INFORMATION AVAILABLE  
UPON REQUEST

### Cleveland State University Athletics Cleveland, OH

Full-Time Postgraduate Intern  
August 2006-June 2007

\* MORE INFORMATION AVAILABLE  
UPON REQUEST

## Relevant Skills

Office/Worker Oversight  
College Athletics Administration  
Event Management  
Client Relations  
Media Relations  
Marketing Strategy  
Copywriting  
Digital Marketing