DARIAN DAVIS, MBA

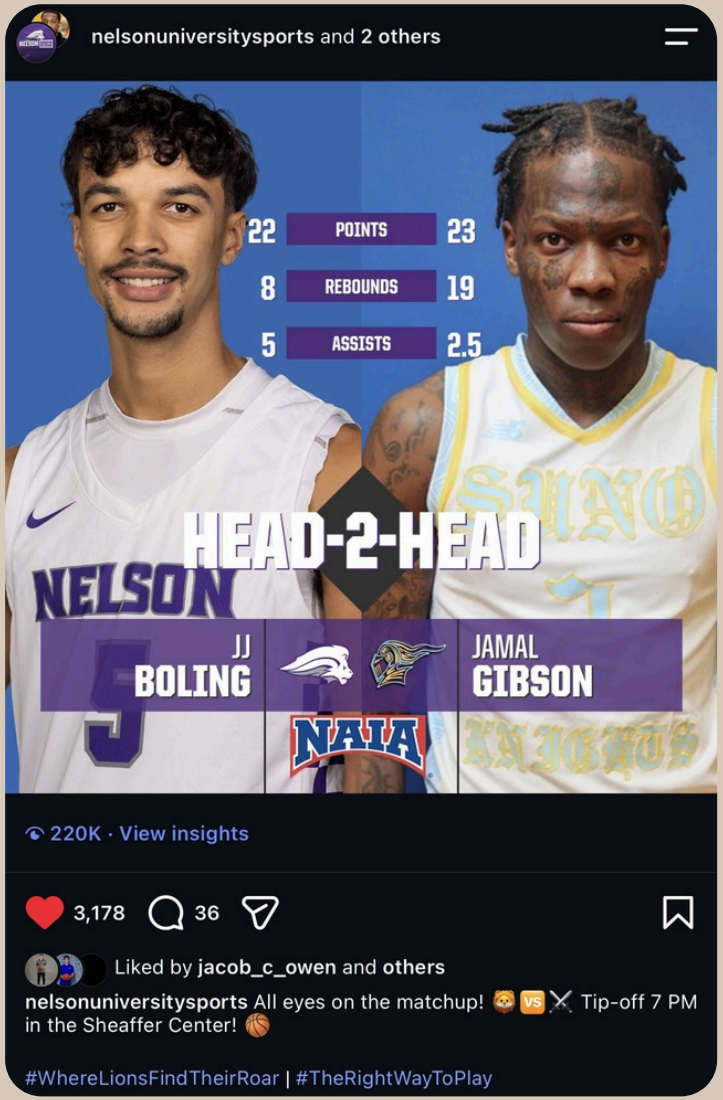
Ed.D. Candidate, Sports Management

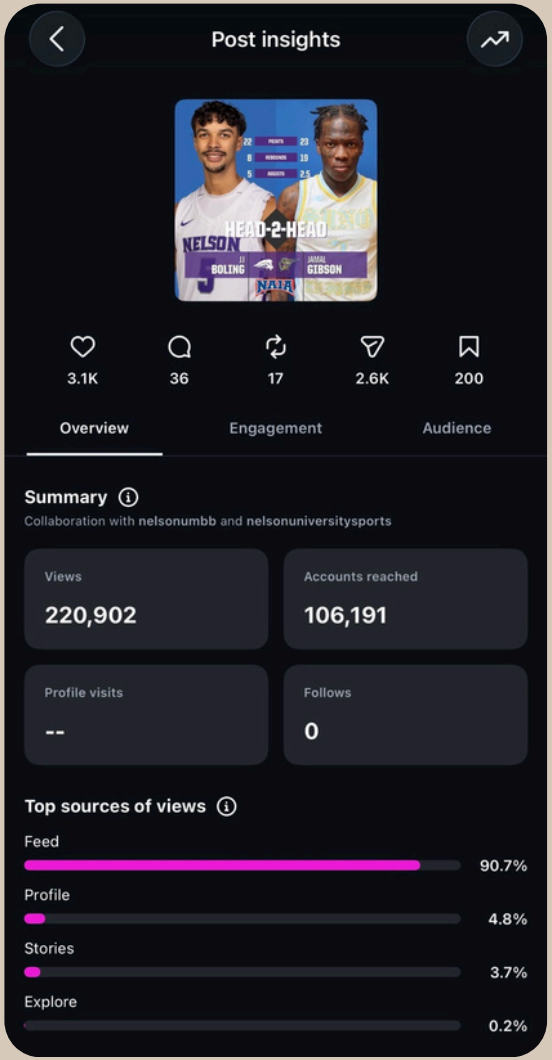
ATHLETICS COMMUNICATIONS PORTFOLIO

STRATEGIC COMMUNICATIONS | DIGITAL MEDIA | STORYTELLING

SOCIAL MEDIA & DIGITAL STRATEGY

Strategic social content built to elevate student-athletes, expand program visibility, and drive audience engagement.





One example of high-performing social content: an NAIA matchup that generated 220K+ views and reached 106K+ accounts.

SHORT-FORM STORYTELLING

Reels, behind-the-scenes moments and student-athlete content built for platform-native engagement.





112K+
VIEWS

75.3K+
ACCOUNTS REACHED

6.6K+
INSTAGRAM LIKES

+ Additional engagement across other platforms

Here are examples of what I can produce and the results they generated

CREATIVE CONTENT & BRAND STORYTELLING

Selected creative work highlighting championships, awards, milestones, and gameday storytelling. Click each image to explore the corresponding story.





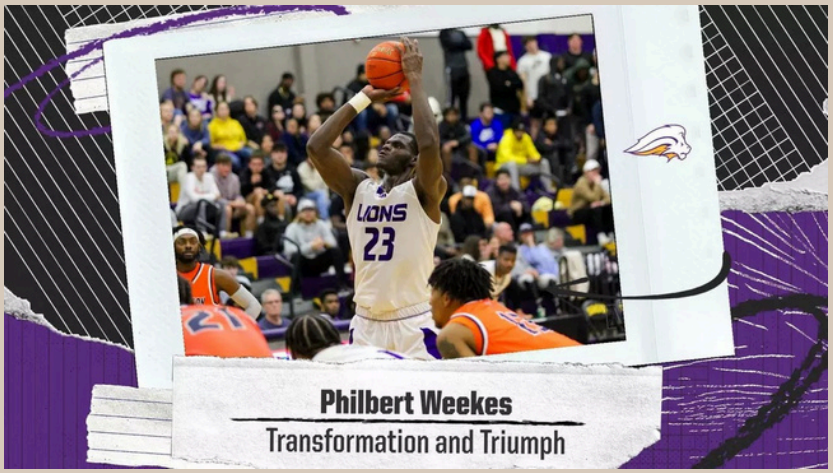




Select images to view supporting media.

FEATURE WRITING & STORYTELLING

Stories that move beyond the box score to highlight people, performance, development and institutional impact.





PHILBERT WEEKES

Transformation and Triumph

Student-athlete feature storytelling focused on growth, development and the journey behind athletic performance.

CJ COLLINS

Alumni Spotlight | 2027 Project

Alumni-centered storytelling connecting athletic experience, professional development and the broader Nelson community.

Select images to view supporting media.

RECRUITING & COMMITMENT STORYTELLING

Conceptualized, designed, and published branded social content to celebrate commitments, introduce future student-athletes, and build excitement around the program.



ZION HUNTER

Welcome to Nelson

Recruiting announcement designed to introduce an incoming student-athlete while maintaining a consistent visual identity across the program's digital platforms.



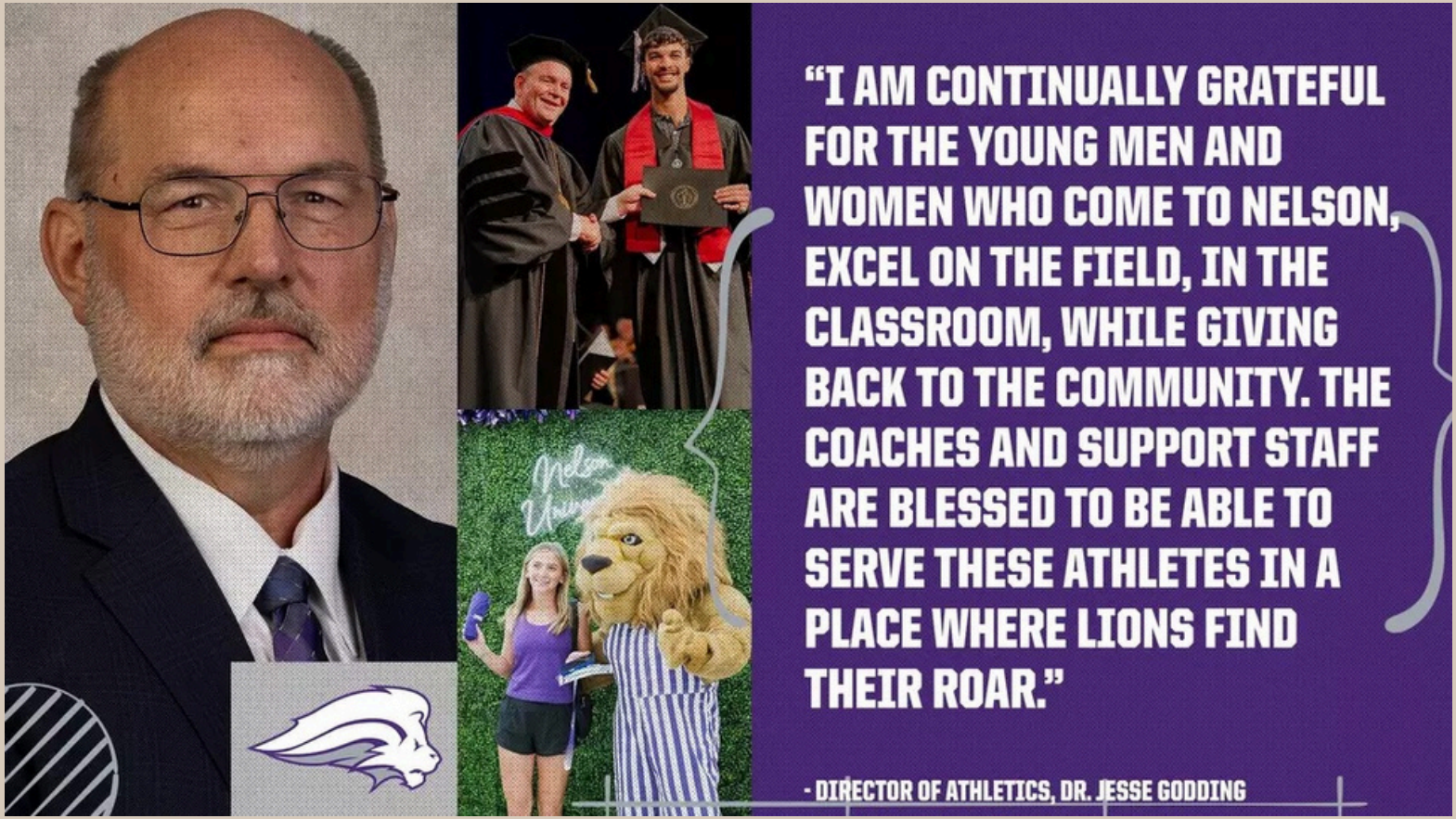
KAMONI SIEBER

Committed to Nelson

Commitment graphic created to amplify recruiting news, celebrate the student-athlete and generate excitement around the future of the program.

INSTITUTIONAL STORYTELLING & LEADERSHIP

Developed institutional content that elevated leadership voices, reinforced department values, and connected athletics to the broader university community.



THE COMPLETE STORY OF ATHLETICS

Institutional Messaging • Executive Storytelling • Community Engagement • Student-Athlete Recognition • Brand Stewardship

Select image to view supporting media.

DIGITAL TICKETING & EVENT OPERATIONS

Led Nelson Athletics' transition from traditional ticketing to a fully digital system powered by vivenu.

PLATFORM MANAGEMENT

Built and managed digital ticket pages for Nelson Athletics.

ACCESS & OPERATIONS

Oversaw season, single-game, student, complimentary, and executive ticket access.

GAMEDAY EXPERIENCE

Coordinated digital admission and event-day entry to create an organized, fan-friendly process.

$207K+ IN GROSS DIGITAL TICKET SALES MANAGED (AUGUST 2023–JULY 2026)



EVENT LEADERSHIP & CAMPUS ENGAGEMENT

Planned, coordinated, and hosted signature events that strengthened athletic culture and celebrated student-athletes.



END-TO-END EXECUTION

Led event strategy, scheduling, venue coordination, staffing, production, communications, and guest experience.

HOSTING & PRESENTATION

Served as emcee and on-stage host, guiding programs and engaging student-athletes, families, and campus audiences.

SIGNATURE EVENTS

Midnight Madness • Pep Rallies • Athletic Awards Ceremonies • Senior Nights • Ring Ceremonies

BRAND DEVELOPMENT & INSTITUTIONAL IDENTITY

Created the “Where Lions Find Their Roar” brand slogan and developed a capstone project that was integrated into Nelson Athletics’ broader marketing and communications strategy.



WHERE LIONS FIND THEIR ROAR

Brand Concept • Campaign Development • Creative Direction • Institutional Storytelling

BUILDING THE SUMMIT BASKETBALL BRAND

Content created to promote the program, celebrate its people and keep players visible.

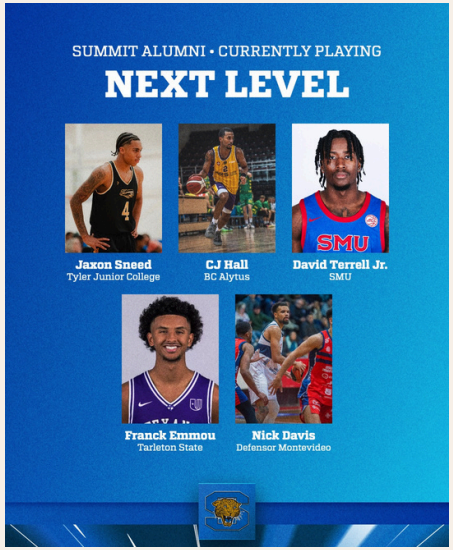


CAMPAIGN LAUNCH

First official practice

"W CONTENT"

— @shotbyaaryon, content creator



ALUMNI SPOTLIGHT

Next Level player visibility

17.8K VIEWS



PROGRAM CULTURE

Current players supporting alumni

12K VIEWS



RESULTS COVERAGE

Preseason score content

12.5K VIEWS

MY ROLE: CONCEPT DEVELOPMENT · GRAPHIC DESIGN · COPYWRITING · SOCIAL MEDIA PUBLISHING

EVERY PROGRAM HAS A STORY.

My purpose is to make sure people see it, understand it, and remember it.

Darian Davis, MBA
Ed.D. Candidate, Sports Management
Athletic Communications | Digital Media | Collegiate Athletics