

7671 S Freshwater Pearl Dr  
Tucson, AZ 85747  
(520) 208-1648  
Blaisenicoleb@gmail.com

# Blaise Biringer

---

## SKILLS

Content Marketing, Video Editing, Social Media, Search Engine Ranking, Email Marketing, Influencer & Partnerships, Brand Strategy, Customer Journey Optimization

## EXPERIENCE

### **CoachTube - Austin, Texas — Intern**

December 2024 - PRESENT

- **Content Marketing & SEO** – Write optimized blog articles using **search engine ranking strategies** to increase visibility and engagement.
- **Social Media Video Editing** – Edit and create engaging videos for **CoachTube's social media platforms** to enhance audience reach and interaction.
- **Lead Magnet Development** – Designed and implemented a **lead magnet strategy for email marketing**, driving user engagement and conversions.

### **University of Arizona - Tucson, Arizona - Student Athlete**

August 2021 - May 2024

- **Demonstrated leadership and teamwork** as a Division I softball player at **the University of Arizona**, balancing rigorous academics with elite athletics
- **Developed strong time management and adaptability skills**, excelling in a fast-paced, high-pressure environment while maintaining academic and athletic commitments

### **Hometown Softball Camp - Nogales, Arizona — Softball Program Coordinator & Social Media Content Creator**

November 2022 - September 2024

- **Develop and execute social media marketing campaigns** to promote softball camps, increasing engagement and participant sign-ups.
- **Manage community engagement and brand communication**, fostering relationships through personalized outreach and effective messaging.

## EDUCATION

### **University of Arizona - Tucson, Arizona — Master of Science in Marketing, Eller College of Management**

August 2024 - Present

**Relevant Coursework:** Introduction to Social Media Marketing, Marketing Strategy, Brand Management, Marketing Research for Managers

### **University of Arizona - Tucson, Arizona - Communications**

August 2021- May 2024

## ACHIEVEMENTS

Mexican National Team, Academic Champion, NFCA All-Region, All SEC Freshman, Community Service (10+ hours in 2022-2024)