

Maddison Apap

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Portfolio: www.maddymademediamedia.com/portfolio |

EDUCATION

Fairleigh Dickinson University, Madison, NJ

Bachelor of Sports Management

May 2023

Master of Sports Management

December 2024

PROFESSIONAL EXPERIENCE

Brooklyn Cyclones

February 2026 - Present

Creative Content Producer

- Captured game day photography and video, documenting in-game action, fan engagement, and promotions for team marketing and digital content.
- Designed and produced in-game graphics and motion content for stadium video boards, including pregame loops, home run animations, win graphics, and player headshot packages.
- Developed merchandise graphics and retail signage for merchandise stands and in-ballpark displays.
- Conceptualized and executed visual assets for themed promotions, specialty jerseys, commemorative pins, and fan giveaway items.
- Managed multiple creative projects simultaneously during the baseball season while maintaining brand consistency and production quality.

Maddy Made Media, LLC

April 2024- Present

Owner

- Founded a dynamic sports media and marketing company specializing in content production, partnership strategy, and brand amplification for athletes and organizations.
- Directed end-to-end production of high-impact video content, highlights, and custom graphics used for marketing campaigns, social promotions, and sponsorship activations.
- Serve as the primary creative partner for Legacy Trust Sports Group, producing high-impact graphics and digital content for a nationwide roster of football athletes across recruiting, NIL, and professional branding.
- Collaborated with major sports entities including the New York Mets, New York Red Bulls, and many top-tier sports management agencies.
- Developed and executed social media marketing strategies to expand audience reach and elevate client profiles across platforms.
- Cultivated and managed client relationships, ensuring delivery of premium multimedia assets to support promotional efforts, recruitment initiatives, and partnership campaigns.
- Leveraged performance analytics to continuously refine content strategy, improve engagement rates, and deliver ROI-driven solutions for clients

Kay Yow Cancer Fund, Remote

February 2025 - February 2026

Brand Activation Coordinator

- Manage social media strategy and content creation across Instagram, X, Facebook, and LinkedIn.
- Design graphics, videos, and digital assets supporting key campaigns and events.
- Produce video content for major activations including the Celebration Run/Walk and Play4Kay.

- Oversee website updates and monthly newsletters to ensure consistent brand messaging.
- Support event marketing through on-site coverage and development of promotional materials.
- Track engagement metrics and report performance insights to guide strategy.
- Collaborate with staff and partners to enhance brand awareness and campaign reach.

Dream Bowl Football, Remote

June 2024 - Present

Executive Director of Creative Content

- Oversaw end-to-end social media and content production resulting in 1.7M+ Instagram profile views, produced a nationally aired ESPN commercial
- Coordinated a 20-person freelance photography and videography team across practices and the game.
- Captured and produced high-quality videos and images for The Dream Bowl, generating over 200,000 profile interactions across social media platforms.
- Developed and executed comprehensive social media and marketing strategies while increasing social media engagement.

New York Red Bulls, Harrison, NJ

March 2025- Present

Part-Time Stage Manager

- Coordinated all on-field and in-venue entertainment elements during home matches, ensuring seamless execution of live production schedules.
- Managed timing and logistics for promotions, sponsor activations, and halftime performances in coordination with multiple departments.
- Communicated real-time updates and cues to talent, technical crew, and event staff to maintain broadcast and show flow accuracy.
- Oversaw game-day rehearsals and walk-throughs to guarantee readiness and alignment with production plans.

New York Jets, Florham Park, NJ

March 2021- December 2025

Game Day and Event Operations Staff

- Collaborated with a team to facilitate and operate all NY Jets events and game-day duties.
- Served as a key liaison between fans, event stakeholders, and game-day operations to ensure a seamless fan experience.

SKILLS

- Adobe Creative Suite (Photoshop, Premiere, Illustrator, After Effects)
- Microsoft Office Suite, Hootsuite, CapCut, Canva
- Social Media Management (Instagram, TikTok, Twitter, YouTube)
- Time management, communication, and leadership

LICENSES & CERTIFICATIONS

NYU, Preston Robert Tisch Institute for Global Sport

Fundamentals of Global Sports Management Certification

December 2024

Front Office Sports

February 2024

Sports & Athlete Marketing Essentials- NIL