



Lia Musgrave

digital storyteller | content creator | host | social media manager

Contact

Phone

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Email

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Portfolio

www.liamusgrave.com

Skills

- Adobe Creative Suite
- Data-driven social media manager; proven consistency in brand voice, digital engagement, and unique social strategy
- Strong journalistic background and PR mindset; advanced interviewer and storyteller
- Team player and intentional relationship-builder
- Excellent copywriter with extraordinary editing eye and attention to detail
- Strong organizational skills and ability to work in tight deadlines

Education

TEXAS A&M UNIVERSITY

College Station, Texas

Cum Laude Graduate | May 2019

B.S., Telecommunication &

Media Studies

Minor - Business

Profile

Digital creator and storyteller with 6 years' experience conceptualizing, producing, and delivering engaging sports content and live event coverage across multiple digital platforms

Experience

XFL | St. Louis Battlehawks

2022-present

Social Media Manager & Digital Host

- Manage and create content for all @XFLBattlehawks social platforms; cover all practices, games, and events with specific attention to brand consistency & strategy
- Led all other XFL teams in follower growth, impressions, engagements, & video views during the league's first full season (2023)
- Travel with team to capture behind-the-scenes moments, storylines, and sideline action
- Host on-camera interviews, weekly game previews, and live segments on XFL league channels
- Assisted in brand launch for all eight teams and crafted unique brand voices and identities for each

Dallas Wings (WNBA)

2021-2022

Director of Social & Digital Content

- Developed and executed content plans and social media strategy to maximize brand awareness and revenue
- Managed a team of four and oversaw production of all digital content for social media channels & team website
- Led digital analytics reporting and served as liaison between marketing, PR, & community departments
- Increased social following on Facebook by 13%, Instagram by 14%, Twitter by 24%, and TikTok by 566% in one calendar year

TexAgs and TA Radio

2018-2021

Media Director & Radio Host

- Sideline photographer/videographer for Texas A&M athletic events; managed all digital assets for TexAgs website and social media channels
- Digital reporter for Texas A&M football and basketball; provided well-rounded coverage of Aggie athletics and produced feature stories on athletes & coaches
- On-air personality & fill-in lead host on daily 3-hour SEC sports talk show (broadcast on The Zone 1150 AM and KBTX Channel 3 in Bryan/College Station, TX)