



Lia Musgrave

digital storyteller | content creator | social media expert

Contact

Phone

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Email

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Portfolio

www.liamusgrave.com

Skills

- Adobe Creative Suite
- Data-driven social media strategist; proven consistency in brand voice, digital engagement, and monetization of content
- 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

Social media strategist and storyteller with 7 years' experience conceptualizing, producing, and delivering engaging sports content and live event coverage across multiple digital platforms

Experience

United Football League (UFL)
2024–25

XFL – St. Louis Battlehawks
2022–24

Dallas Wings
2021–22

TexAgs and TA Sports Radio
2018–21

Senior Manager, Digital Content & Social Media

- Managed the UFL's primary league social media channels, driving content strategy, execution, and real-time coverage
- Oversaw and executed content for all 37 league and team social platforms during the offseason, reaching an audience of 3.8M followers
- Directed all social media efforts for the St. Louis Battlehawks, delivering league-best results in follower growth, impressions, engagements, and video views for two consecutive seasons
- Served as digital host for the league and teams, producing on-camera interviews, game previews, and live features
- Delivered comprehensive analytics and performance reports to UFL leadership to inform content and growth strategies
- Developed sponsored campaigns into team content plans, aligning brand partnerships with social strategy

Director of Social & Digital Content

- Transformed the team's brand and social strategy; grew TikTok audience by 566% and drove double-digit gains on Facebook, X, and Instagram in one calendar year
- Developed comprehensive content strategies to boost brand visibility, audience engagement, and revenue
- Managed end-to-end social content production; developed campaigns for key events like the WNBA Draft, All-Star voting, and Commissioner's Cup
- Directed digital analytics reporting and acted as the primary liaison between marketing, PR, and community engagement teams to ensure aligned messaging and goals

Media Director & Multimedia Reporter/Radio Host

- Covered Texas A&M football and basketball as a digital journalist; delivered comprehensive coverage, conducted interviews, and produced in-depth feature stories
- Managed all digital assets for the TexAgs website and social media, ensuring timely and high-quality visual coverage
- On-air personality and fill-in lead host for a daily 3-hour SEC sports talk show on The Zone 1150 AM and KBTX Channel 3; delivered live analysis, led interviews, and engaged listeners with dynamic commentary