

MaryKate Walling

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Professional Summary:

Dedicated sports content creator with over four years of experience in creative video production, editing, and social media branding. Experienced working across the athletic department at Iowa State for Learfield as the NIL Social Content Specialist to develop and execute NIL-focused content for student-athletes, teams, and clients. Skilled in creating highlight and promotional content, collaborating with internal teams and external partners, and developing interactive social media assets that drive fan engagement and elevate athlete and program visibility.

Work Experience

LEARFIELD Sports | Iowa State Athletics | Ames, Iowa

2025 - Present

Social Content Specialist - NIL

- Develop and execute daily content strategies across Iowa State Athletics' official social media channels (Instagram, Twitter/X, TikTok, Facebook)
- Capture and edit real-time content including video, photography, and graphics to engage fans and amplify brand presence
- Collaborate closely with athletic departments, coaches, and student-athletes to tell compelling stories and highlight key moments
- Assist with in-game and event coverage, including live posting, behind-the-scenes, and post game recaps
- Monitor analytics and platform insights to optimize content performance and audience engagement
- Stay on top of social media trends, emerging platforms, and NCAA compliance regulations to ensure relevant and compliant content
- Leadership & Speaking Experience
 - Keynote speaker for panels, classes, and athletic department events on NIL strategy, social media branding, and creative content.
 - Served in leadership roles mentoring students and supporting cross-department collaborations.

Iowa State Athletics | Football Creative Media Team | Ames, Iowa

2020 - 2025

Creative Student Videographer

- Captured compelling footage of home and away games, Big 12 Pro Days, NFL Draft Parties, and team practices to highlight key moments and team culture.
- Conceptualized and executed social media branding strategies, producing interactive videos that showcased behind-the-scenes content, player personalities, and fan-centric storytelling.
- Produced highlight reels for players and coaches, emphasizing season-long performance and talent for recruiting purposes and team promotion. Produced long-form content as well for video series.
- Took on a leadership role, mentoring and guiding student workers to meet organizational goals and enhance the overall quality of team projects.
- Adapted to diverse work environments, refining skills in video shooting, editing, and collaborative media production across multiple seasons.
- Created interactive social media videos that allowed fans to connect with players, fostering a sense of community and boosting team culture.

Education

Iowa State University Ames, IA

Masters of Journalism and Mass Communication 4+1 degree program

December 2024

B.S. Communication Studies and Journalism, Minor in Political Science

May 2023

Graduate Assistant at Iowa State University | Ames Iowa

Fall 2024

