

Pooja Singh

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EXPERIENCE

MINNESOTA UNITED FC – St. Paul, MN

Youth Mktg Digital Content Associate/Gameday Presentation Lead

February 2024 – Present

- Performed quality control tasks adapting to leadership edits for web and social content using tools like Axis Graphic, reviewed copy for accuracy
- Layered elements like in engagement graphics for publishing web and social content, including captioning, and optimizing all social platforms
- Collaborate with writers, editors, and designers bi-weekly to build cohesive story packages that strengthen audience engagement and brand toning.
- Assisted with setup, breakdown, and coordination of studio assets, ensuring timely deployment and organization of materials across brand touchpoints
- Supported execution of gameday short form content, coordinating timelines, and asset delivery across marketing, partnerships, broadcast, and digital teams assisting growing youth-focused digital needs like mascot appearances and communication efforts.
- Built Proof-of-Play reporting system, turning raw assets into a searchable reports from the field or new locations for cross-team retrieval, and distribution
- Work in ENG-style conditions (handheld, run-and-gun, minimal setup) protecting audio in noisy environments, and pivoting shot plans with venue restrictions, or live action changes the story.
- Supported fan engagement and game day operations by leading in-stadium presentations, Oversaw youth experiential matchday stadium experience, coordinating production and operations to ensure timeline accuracy and technical deliveries.
- Influenced content pipelines (75+ assets per match), organizing and syncing assets across CMS and YinzCam systems for live and post-game use
- Analyzed digital content performance using Power BI and platform analytics, delivering insights to optimize youth-focused engagement strategies

BIG TEN NETWORK, Minneapolis, MN

Sports & Event Photographer

October 2025 - Present

- Proven ability to act as a solo content creator, managing the full lifecycle of assignments—from initial contact and field interviews to final edit and socials
- Built galleries, performed rapid edits, and applied metadata within 15 minutes of game conclusion to support immediate editorial and social distribution.
- Produced UGC for full DAM workflows from capture through scripting under overnight deadlines, coordinating high-volume tagging ingestion, updating as details changed, and clipped segments for YouTube highlights.
- Applied depth exposure, color balance, and composition across variable lighting and venue conditions using Adobe Lightroom and Photo Mechanic for correction, and image optimization.
- Remotely coordinating non-gameday photoshoots in logistics for fast-turn content from craft → cut → delivery for social athletics and studio content
- Pivoted instantly to unfolding team news and event updates, ensuring accurate reporting generating informative content and sourcing trust from community
- Adaptability in weather-dependent and time-sensitive production. Supporting lighting setup, reflectors, and camera positioning

GOPHER DIGITAL PRODUCTIONS (GDP), Minneapolis, MN

Production Assistant/Photographer

July 2022 - Present

- Curated 30+ seasonal recaps/galleries; using Adobe suites to clean up, and export multiple deliverables without sacrificing content clarity
- Repurposed athlete interviews into multi-channel marketing assets, including monthly newsletters for gopher subscriber base
- Maintaining the lifecycle of photos by Logging, naming, tagging, and archiving photos in collaboration with the Media Assets Manager.
- Transport, organize, and deliver photo equipment for digital teams immediate ROS workflows to get talent and crews on track
- Assisting the lead photographer, retouching and preparing images for editorial and broadcast use, using FTP exports, accurate labels, and reliable handoffs.
- Handle high-volume UGC image sourcing for internal & external requests in graphics, sharing team news article links with editorial and broadcast deadlines.
- Built scalable archive systems and asset tracking processes contributing in proactive preparation, and active support for campaign needs.
- Monitored engagement trends and compiled organized recaps and asset summaries, improving accessibility for internal teams and future campaign use

MNDAILY, Minneapolis, MN

Staff Photographer/Multimedia Coordinator

May 2024 - May 2025

- Multi-Beat Coverage: Olympic trials, breaking news, investigative features, and various department collaborations with reporters, editorial
- Contribute to photo desk planning sessions, helping prioritize storylines and suggesting visual treatments that elevate readers' engagement
- Responsible for prepared weekly media releases, ensuring accuracy and alignment with organizational messaging
- Execute studio portrait and on-location photography for live events, press conferences, and venue environments, delivering composition consistency

MINNESOTA VIKINGS, Minneapolis, MN

Youth Experiential Marketing & Guest Experience Intern

July 2023 - Present

- Aid in overseeing and executing Vikings activation elements in the Fan Village and Family Fun Zone, including fan photo opportunities, inflatable games and other youth activities
- Work with vendors to assist with daily setup and teardown or fan activation elements
- Collaborated with PR, marketing, hospitality, and operations teams to ensure marketing experiences aligned with NFL brand and organizational expectations.
- Lead quick edits of postgame interview cutdowns and headlines turning raw footage into social-ready reads and clips shortly after capture.
- Support live-event operations in high-traffic environments, while adapting to shifting schedules, crowd flow, and last-minute changes.

GOPHER FOOTBALL, Minneapolis, MN

Football Program/Videographer

July 2022 - May 2025

- Running cards, Maintaining all film equipment, including monitors, projectors, and iPads used by coaches
- Supported video-based analytics for the program with film breakdown, player evaluation, and team development leading practice/gameday setup
- Beginning mark of desire to gain knowledge and experience in the professional sports industry
- Coordinated edits practice and game footage by unit (offense, defense, special teams) for coaches to use in skill development and game planning.
- Developed situational awareness to coordinate with coaches and operations staff to align filming needs for weekly practice & cut team film
- Maintained disciplined file organization and content management practices within a Division I athletics program

LEADERSHIP & SELECT PROGRAMS

NFL/Vikings Future Leaders Forum | Participant

November 2024

- Learned strategies around audience development, content leadership, and DEI initiatives in pro sports environments.
- Collaborated in team challenges focused on social content ideation, KPIs, and fan engagement strategies

NFL Draft 2025, Green Bay WI | Live Content Correspondent

April 2025

- Part of Verizon's Behind the Lens program, in partnership with the NFL, designed to empower women pursuing careers in sports media
- Multi-channel Campaign Management Logged and delivered footage and reactions from staging to editorial and video teams for fast-turnaround coverage.
- Gained exposure to digital content strategy, audience development, and cross-functional collaboration within NFL operations.

CERTIFICATIONS/SKILLS

- Google Analytics Certification – Google Skillshop (Dec 2025); Content Marketing- HubSpot Academy (Jan 2025)
- **Photography & Visual Production:** DSLR + Mirrorless Operation, Field Production, Lighting & Composition, Framing Consistency, RAW Processing, Adobe Photoshop, Lightroom, Photo Mechanic, Capture One, Photo Culling, Retouching, Color Correction, Image Optimization
- **Content & Media Workflows:** Image sourcing requests, Gameday Content Pipelines, Cross-Platform Distribution (Web, Social, Broadcast), Digital Content Strategy, Digital Asset Management (metadata tagging, file organization, archiving), Video Production & Editing, Cross-Functional Collaboration
- **Tools & Platforms:** YinzCam, Axis, OneSignal, Adobe Suite, Xpression, Google Drive, Microsoft Office

EDUCATION UNIVERSITY OF MINNESOTA, Minneapolis, MN

Carlson School of Management Candidate for **Master of Marketing**

May 2025

Hubbard School of Journalism Bachelor of Arts, **Journalism**

May 2024