

Marley Washenitz

Las Vegas, NV

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PROFESSIONAL PROFILE

Recent graduate with a Bachelor of Arts in Communication and Media Studies and a four-year NCAA Division I team captain. Highly motivated, personable, and passionate about building genuine relationships, leading others, and creating meaningful connections. Experienced in social media management, digital marketing, brand partnerships, content creation, and communications. Recognized for balancing elite athletics with academic excellence while growing personal social media platforms, creating high-performing content, and managing marketing campaigns. Dedicated to bringing a competitive mindset, creativity, and strong work ethic to careers in sports, marketing, media, and communications.

EDUCATION

Arizona State University — Bachelor of Arts in Communication and Media Studies (May 2026)

University of Pittsburgh — NCAA Division I Student-Athlete

Certificates: Marketing, Journalism

LEADERSHIP

- Four-year NCAA Division I Team Captain.
- Served as a liaison between coaches and teammates.
- Founded and led a weekly youth mentorship program.
- Mentored younger teammates while promoting leadership and resilience.

SOCIAL MEDIA MANAGEMENT & CONTENT CREATION

- Managed personal social media platforms throughout college across Instagram, TikTok, and other major platforms.
- Grew an audience of 22,000+ Instagram followers and 65,000+ TikTok followers through strategic content creation and audience engagement.
- Created multiple viral videos with more than 1 million views, generating millions of impressions across platforms.
- Produced content for more than 4 years, including short-form videos, carousel posts, lifestyle content, promotional campaigns, and branded social media content.
- Planned, filmed, edited, published, and analyzed content performance to optimize engagement and growth.
- Created content for both personal branding and external brands while maintaining consistent posting schedules.

MARKETING & BRAND EXPERIENCE

- Partnered with national and regional brands through NIL opportunities.
- Produced engaging social media campaigns across TikTok and Instagram.
- Managed campaign deadlines, deliverables, and brand partnerships.
- Assisted with marketing, fundraising, merchandise, and event promotion for the Jack Bech Youth Football Camp.

COMMUNITY INVOLVEMENT

- Founded a youth mentorship program.
- Created a documentary highlighting mental health among Division I student-athletes.
- Volunteered with Desert Financial Changemakers, Magee-Women's Hospital, youth basketball camps, local animal shelters, and holiday donation drives.
- Helped raise funds for a child battling an autoimmune disease.

ATHLETIC EXPERIENCE

Arizona State University Women's Basketball — NCAA Division I Student-Athlete | Team Captain

University of Pittsburgh Women's Basketball — NCAA Division I Student-Athlete | Team Captain

HONORS & ACHIEVEMENTS

- Four-Year NCAA Division I Team Captain
- 3× ACC All-Academic Team
- Big 12 Academic All-Conference Team
- ESPN SportsCenter No. 1 Play of the Week ('Hail Marley')
- Two-Time West Virginia Player of the Year
- Two-Time Mary Ostrowski Award Recipient

SKILLS

Social Media Management • Content Creation • Short Form Video • Carousel Design • Brand Partnerships • Influencer Marketing • Social Media Analytics • Storytelling • Marketing • Public Relations • Event Promotion • Canva • CapCut • Adobe Creative Suite • Microsoft Office • Google Workspace