

Oliver Fell

Social Media
Manager

Skills

Experience

Morgan “Oliver” Fell

Phoenix, AZ 85004

(303) 884-2734

Mtfell@asu.edu



I am a master's student, currently studying Mass Communication at Arizona State University's Walter Cronkite School of Journalism. I have 5+ years of experience in social media management, content production, broadcast production and viral marketing. I am praised for my natural charisma, creative problemsolving, team-player attitude, sharp wit, data-focused approach, and brand friendly personality. I graduated with honors in May 2025 with my Bachelor's Degree in Sports Journalism from Arizona State's Walter Cronkite School of Journalism and Mass Communication.

@NCAABuzzerBters / Social Media Manager & Creator

November 2020-Present

I chronologue and post every Division 1 basketball buzzer beating shot and last second game winner (both men's and women's) in addition to variety content, memes, graphics, and engaging with the community. The account has accrued **over 29,000 followers** and accumulated more than **79 million impressions** across the 2024-25 CBB Season. I have also developed relationships with many major figures in the sports sphere such as Mark Cuban who tweeted on 2/19/22 that “this account (@ncaabuzzerbters) is one of the best basketball follows on Twitter”.

HoopsHQ (Inside Hook) / Social Media Director

June 2025-Present

I was the sole creator, coordinator, graphic designer, video editor, organic marketing director, and content curator for HoopsHQ's social media presence on Twitter/X, Instagram, and TikTok. In my first 3 months working under 30-year industry professional Seth Davis, I grew HoopsHQ's impressions by 404.2%, 2,030.8%, and 657.4% on each platform respectively as the lone creator of each platform's posts. All while in the doldrums of the College Basketball offseason. I also wrote 8 feature articles and contributed to several more for HoopsHQ, primarily revolving around international prospect coverage.

Experience

Arizona Rattlers / Social Media Intern

March 2025-August 2025

I worked alongside professionals in the industry promoting the IFL Champions. Live-posting throughout the game on X/Twitter and Instagram, writing game notes for programs, pitching and creating short form content. Representing the brand while innovating the social presence of the 33-year-old Arena football franchise.

Sportsgrid / Content Creation Intern

October 2024-January 2025

Created 3 engaging short-form college basketball related videos for Sportsgrid's TikTok, Instagram, X, and App each week.

Mississippi Valley State Men's Basketball / Socials Director & Viral Marketer

August 2024 - Present

Starting in August of 2024 I began running the X account @MVSUMBB. A facetious X account posing as the Mississippi Valley State University men's basketball program's official page. I pushed boundaries and captivated audiences from across the X landscape. On an account with just 44 followers I generated 4.4 million impressions in a 24-hour period. Running through the 2024-25 season I amassed 36.1 million engagements, 8,900 followers, and was featured in articles from *Sportico* and *The Athletic*. While remaining positive and respectful of players and staff.

Education

Walter Cronkite School of Journalism & Mass Communication at Arizona State University / Bachelor of Arts, Sports Journalism

August 2022-Present, Phoenix, AZ

Bachelor's of Arts - Sports Journalism

Graduate with Honors - May 2025 | Arizona State University

Grandview High School

August 2018-May 2022, Aurora, CO

Awards

1st Place - Best Feature (CSMA), 3rd Place - Best Play-by-Play (CSMA), Top 5 Creator on Gondola.CC (October 2024), Google SEO Certified, Graduate with Honors, AP Scholar, 32 ACT, Seal of Biliteracy (Spanish),

(References Available Upon Request)