

REILLY BILLER KINZEL

Senior Social Media Producer | Content Programmer | Audience Growth Strategist

North Charleston, SC • 843-991-0536 • reillybiller@gmail.com

CAREER HIGHLIGHTS

- Helped House of Highlights reach 50M+ Instagram followers and 30M+ TikTok followers through content programming and publishing strategy.
- Drove audience growth of 300K+ followers across Just Women's Sports social platforms through strategic content programming and storytelling.
- Grew three Whistle Sports TikTok accounts by more than 3M followers.
- Led Meta's World Trickshot Day campaign activating 1,700+ creators.
- Produced live social coverage from March Madness, NBA, NFL, WNBA, NWSL, NCAA Basketball, and Women's Final Four events.
- Specialized in athlete storytelling, audience development, and short-form video programming across Instagram, TikTok, YouTube, X, Threads, Facebook, and Snapchat.

PROFESSIONAL SUMMARY

Senior social media producer and content programmer with experience scaling audiences and delivering real-time sports coverage for leading sports media brands including Just Women's Sports, House of Highlights, Yahoo Sports, Whistle Sports, and CBS Sports.

PROFESSIONAL EXPERIENCE

Senior Social Media Programmer | Just Women's Sports | Remote | Aug 2025 – Current

- Develop and execute onsite social concepts and content plans for major women's sports events.
- Package stories across Instagram, TikTok, YouTube, X, and Threads.
- Produce athlete-driven Reels, Shorts, and TikTok storytelling content.
- Produce real-time social coverage of WNBA and NWSL games, delivering highlights, storylines, and audience engagement.
- Create man-on-the-street content at the Women's Final Four and other marquee events.
- Drove audience growth of 300K+ followers across Just Women's Sports social platforms through strategic content programming and storytelling.

Social Media Specialist | House of Highlights | Remote | Mar 2024 – Aug 2025

- Programmed daily content across Instagram, TikTok, and YouTube.
- Managed sponsored, creator, and original content publishing.
- Contributed to content programming and publishing efforts supporting audiences of 50M+ followers on Instagram and 30M+ followers on TikTok.
- Supported coverage of major sports moments, athlete-driven content, and live events across platforms.

Freelance Social Media Editor | Yahoo Sports | Remote | Sep 2023 – Mar 2024

- Produced social-first coverage for major sporting events.
- Created platform-native content for Instagram, TikTok, and X.

Social Media Coordinator | Whistle Sports | Remote | Jan 2022 – Sep 2023

- Managed publishing strategy across multiple social channels.
- Grew three TikTok accounts by more than 3M followers.
- Led Meta's World Trickshot Day campaign with 1,700+ participating creators.

PLATFORMS & EXPERTISE

Platforms

Instagram • TikTok • YouTube • X • Threads • Facebook • Snapchat

Core Competencies

Content Programming • Social Strategy • Audience Growth • Live Event Coverage • Athlete Storytelling • Creator Partnerships • Short-Form Video

Tools

Adobe Premiere Pro • Social Publishing Platforms • Analytics & Reporting

EDUCATION

University of South Carolina

B.A. Broadcast Journalism & Sports Management

GPA: 3.8