

# Blaise Biringer

blaisenicoleb@gmail.com | Tucson, Arizona

## Professional Summary

Dynamic Community Manager with a proven track record at Spoke Coworking, specializing in content creation, social media strategy, and community engagement. Skilled in driving brand awareness and fostering customer relationships through targeted digital marketing. Experienced in managing platforms like Instagram, Facebook, and Google Business to increase visibility and member retention. Known for crafting campaigns that boost engagement and build meaningful brand connections.

## Skills

- Content creation
- Social media management
- SEO strategy
- Community engagement
- Brand awareness
- Online advertising
- Digital marketing
- Schedule coordination

## Experience

Community Manager January 2024 - Current  
Spoke Coworking, Tucson, Arizona

- Managed social media platforms and promptly responded to inquiries and comments to maintain strong member relationships.
- Composed and scheduled weekly newsletters to drive engagement and promote events across two coworking locations.
- Published bi-weekly updates on Google Business and social media platforms to enhance brand visibility and awareness.
- Led collaboration with the marketing team on a grand opening campaign to support community growth and visibility.
- Distributed community news and achievements through targeted email campaigns and website announcements.
- Executed outreach efforts to local professionals, contributing to increased brand recognition and new member acquisition.
- Explained leasing terms, pricing, and community policies to prospective members during the onboarding process.

Intern January 2024 - January 2025  
CoachTube, Tucson, Arizona

- Optimized blog articles using SEO and brand ranking strategies to increase visibility and engagement in content marketing.
- Created and posted engaging content across Instagram, TikTok, and Facebook to boost visibility and real-time engagement for live and virtual events.
- Conducted market analysis to identify potential new clients and uncover business opportunities.
- Collaborated on event planning and digital promotions to ensure consistent brand messaging and maximize engagement across all platforms.

Softball Coach January 2023 - January 2024  
Hometown Youth Softball Camps, Nogales, Arizona

- Founded and led 10 successful youth softball camps, averaging 20 girls per camp and generating approximately \$1,250 per camp — totaling \$12,500 in revenue.
- Developed structured daily schedules, managed parent communication, and coordinated all logistics to ensure smooth operations and a positive experience.

- Executed targeted social media promotions that consistently sold out each camp and increased online engagement by 40%.
  - Cultivated strong relationships with local families and participants, achieving a 95%+ satisfaction rate based on post-camp feedback.
- Content Creator

January 2021 - December 2021
- Social Media Takeover at Ole Miss, Oxford, Mississippi
- Developed engaging content for social media platforms to increase audience interaction and elevate brand visibility for Ole Miss Softball.
  - Generated anticipation by promoting the takeover across social platforms ahead of game days.
  - Interacted with followers to strengthen fan connection and contribute to a growing social media following.
  - Managed full-day team account takeovers to boost engagement and highlight behind-the-scenes moments.
  - Strategized platform selection and content planning to ensure a fun, on-brand, and goal-oriented takeover.

Education

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- Master of Science: Marketing - University of Arizona, Tucson, Arizona

May 2024
- Bachelor Degree: Communications - University of Arizona

January 2024

Athletics

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- Earned athletic scholarships and competed at the highest collegiate level.
- Played in the Women's College World Series and earned NFCA All-Region honors.
- SEC All-Freshman Team; ranked 4th in SEC freshman batting average (.337) and top 10 in overall hits.
- Helped Arizona Softball earn Top Pac-12 Defense honors (team avg. .980, 3rd nationally).
- Current player for the Mexican National Team and the Women's Professional Fastpitch (WPF) League.
- Developed elite leadership, discipline, adaptability, and time management through high-pressure environments.

Certifications

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CITI (Collaborative Institutional Training Initiative), 02/01/25, Program: Human Research - Social & Behavioral Research Investigators  
Certified in ethical research practices for social and behavioral research studies.

Language

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Spanish  
Intermediate

Volunteer

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- Military Makeover with Montel**
  - Honored wounded US veterans and their families with immense gratitude, by helping transform their homes and living conditions.
- FMSC (Feed My Starving Children) Volunteer**
  - Contributed to FMSC's mission to eliminate child starvation by assisting in packing and distributing nutritious meals in FMSC facilities and Mobile Pack events.