

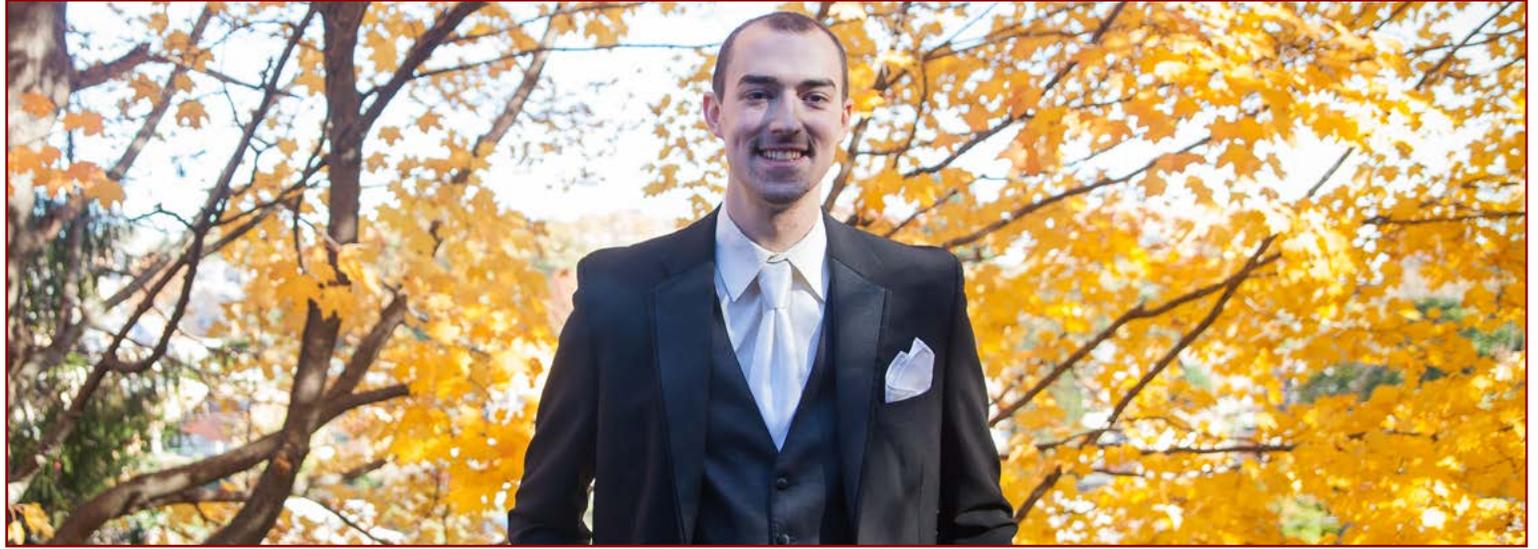
# ADAM OBRINGER

CONTENT & COMMUNICATIONS  
PORTFOLIO

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*(Click on a section title to jump to that page)*

**TABLE OF  
CONTENTS**

**PRINT & DIGITAL DOCUMENTATION ..... 3**

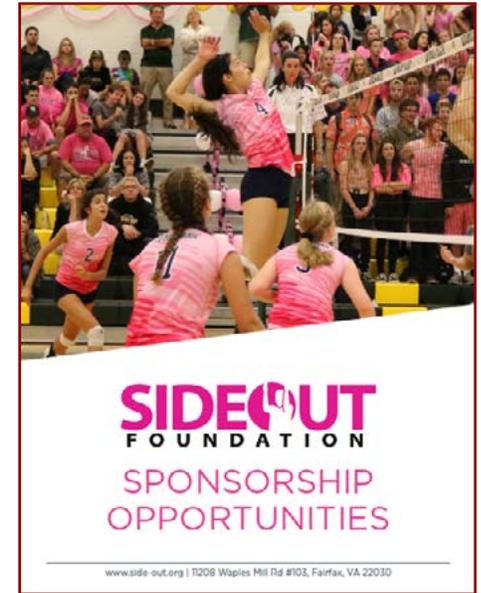
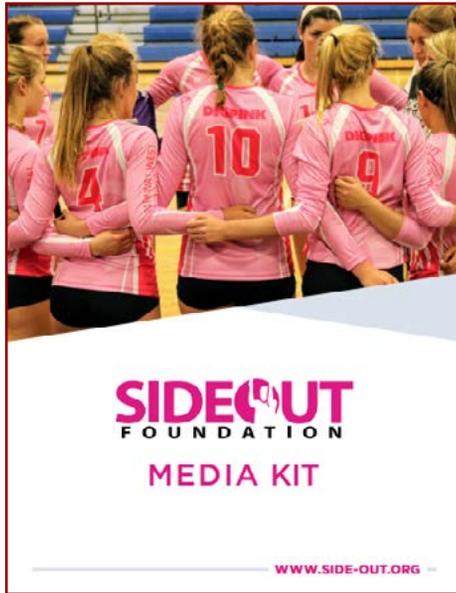
**VIDEO PRODUCTION.....4**

**WRITING & PUBLIC RELATIONS..... 5**

**GRAPHIC DESIGN..... 6**

**LOGO DESIGN & ADOBE APPS ..... 7**

**CONTACT ..... 8**



## PRINT & DIGITAL DOCUMENTATION

Part of my duties at The Side-Out Foundation as its Director of Communications is to create and update the informative documents for the foundation's supporters. Above are three documents I revamped during my time at Side-Out. In total, I have produced over 100 documents to help move the mission forward.

When I started at Side-Out in 2017, the foundation did not have a media kit that aligned with the design aesthetic of the current state of the organization. I created the latest **media kit** (left) to provide this alignment and expanded on the document to include proper language, logos, and FAQs.

The **Ambassador Program Applicant Guide** (middle) assists students in applying for the foundation's scholarship program. I redesigned it into a compact version to follow a movement for more condensed documents. This cut the pages of content in half from the previous version without sacrificing the content.

Side-Out did not have a formal sponsor document when I began in 2017, only a slideshow presentation. I took the presentation and created the foundation's first **sponsorship document PDF** (right). This new format is easier for the staff to present at conferences and distribute to possible sponsors.

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**Other Print & Digital Documentation Projects: [DePaul Track & Field Schedule Poster](#) | [DePaul Women's Basketball Game Notes](#) | [Atlantic Sun Men's Basketball Tournament Program](#)**

I began working with video production in 2013 in Xavier University's Athletics Communications department. The videos I have produced throughout my time in communications include event highlights, marketing pieces, spotlight features, and more.

During my time at Side-Out, the foundation has seen its subscriber count increase from 40 subscribers to over 170 as of March 2020. Below are three of my favorite video projects over the last few years for you to watch by clicking on the thumbnail or title.



### [Randolph Dig Pink: No One Fights Alone](#)

Randolph, MN is a town of just 500 people, but the reason their event succeeds every year is that they put in the time, energy, and passion. Teacher and Dig Pink organizer Kate Esser takes us through the amazing experience that is Randolph High School's Dig Pink event. (565 views as of 3/2020)



### [Danny and Kelly Engagement Video](#)

Danny was planning on proposing to Kelly and wanted video of the special moment. I posed as a videographer for the winery they were touring to capture special moments throughout the day. It was a change of pace from the normal sports videos I was used to doing, but it was incredible to be part of their special day.



### [Why Dig Pink® with April Ross](#)

I sat down with beach volleyball Olympian April Ross and interviewed her about why teams should do a Dig Pink event (the foundation's main fundraiser) through Side-Out, along with other questions about volleyball and athletes using their platform for good. (3,660 views as of 3/2020)

**VIDEO PRODUCTION**

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**For more video projects:** Enjoy my [YouTube playlist](#). You can see my latest videos and my growth in working with video since my time at Xavier University.

Since 2012, I have had a hand in writing and PR efforts within each organization in some capacity. Outside of my full-time position at Side-Out, I am the main contributor at DailyEsports.gg for the NBA 2K League.

Below are writing samples showcasing some of my work at Side-Out, Daily Esports, and DePaul.



### **Challenging expansion: Hawks Talon GC's journey into NBA 2K League**

Feature on the NBA 2K League's Hawks Talon GC and the team's experiences through expansion for DailyEsports.gg.



### **Club Connection To The Cause; The Dig Pink Dig-A-Thon**

Feature on a Virginia volleyball club and its connection to breast cancer research on The Side-Out Foundation blog.



### **Men's Track & Field Wins BIG EAST Championship**

Recap of the outdoor championship run by the DePaul men's track & field team.

**WRITING &  
PUBLIC RELATIONS**

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**For a full list of my work at my current positions:** Visit my author pages at [Side-Out](#) and [Daily Esports](#).

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Below are my PR positions since 2013 with descriptions of my role at each experience.



#### **2017-Present | Side-Out Foundation | Director of Communications**

PR contact for Side-Out, Social Media Manager, Director of Content, Video Production



#### **2015-17 | DePaul University | Athletics Communications Grad Assistant**

PR contact for Volleyball, Cross Country, Track & Field; Secondary for Women's Basketball



#### **2014-15 | Atlantic Sun Conference | Assistant Director of Media Relations**

PR contact for Women's Soccer, Cross Country, Track & Field, Tennis



#### **2013-14 | Xavier University | Athletics Communications Intern**

Secondary PR contact for Baseball, all sport support staff



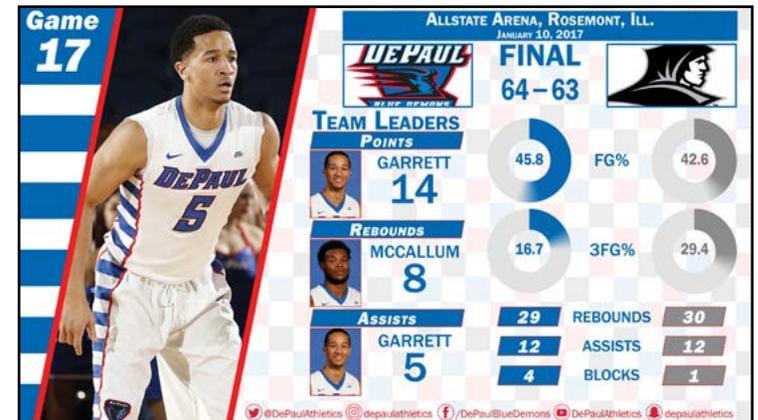
As part of a DePaul social media effort to include motion graphics, we released our basketball schedule through GIF and MP4 formats.

This is a screenshot of one of the slides from the motion graphic. This was created in Adobe Photoshop using the timeline feature and exported as video files for social media use.

[Men's Schedule Tweet with Motion Graphic](#)

Other Graphic Design Examples: [Women's Schedule Graphic](#)  
[Track & Field Regional Graphic](#)

GRAPHIC DESIGN



One of the bigger projects during my time at DePaul was creating XML postgame graphics for social media use and the DePaul Athletics website. This postgame graphic was part of an XML integration project where I set up code to generate these graphics from XML stat files.

The graphics were created in Adobe InDesign where anyone could import an XML file from a game and the information automatically updated. These worked for multiple sports and any team at the college level. We used these graphics for the soccer, volleyball and basketball seasons.

Over the last four years, I have worked with clients to freshen their brands through logo design. Some cases involved creating a logo from a blank slate, while others were part of a brand redesign.

Below you will see examples of designs I created in Adobe Photoshop and/or Illustrator. Two logos specifically were used on merchandise for the businesses.

The logo on the left, Wild Meadows LLC, began making appearances on merchandise in 2018. Pictures of the sweatshirts can be seen [here](#).



**LOGO DESIGN &  
ADOBE APPS**

Throughout my time in communications, I have had the pleasure of working with a spread of different Adobe Creative Cloud applications. Below are the applications I have experience with and how long I have worked with each program.

5+ Years of Experience				3-5 Years			1-2 Years	
<b>Br</b>	<b>Id</b>	<b>Ps</b>	<b>Pr</b>	<b>Au</b>	<b>Dw</b>	<b>Ai</b>	<b>Ae</b>	<b>Xd</b>
Bridge	InDesign	Photoshop	Premiere	Audition	Dreamweaver	Illustrator	After Effects	XD

For work inquiries, please send a detailed request to [contact@AdamObringer.com](mailto:contact@AdamObringer.com). I can also be reached through my website's [contact page](#), [Twitter](#), and [LinkedIn](#).

Thank you for future consideration,  
Adam Obringer