

Keyleigh Shackford

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EDUCATION

Master of Science Marketing | University of Arizona Present

BS Kinesiology & Health Sciences, Allied Health | William and Mary Dec 2023

- NCAA Division I Women's Soccer – Starting Midfielder & Team Leadership Council Member

WORK EXPERIENCE

Grad Assistant Jul 2025 - Present

University of Arizona Women's Soccer | Tucson, AZ

- Manage game-day and team operations, including logistics, equipment, and travel coordination
- Collaborate with coaching staff, operations, media, and facilities to support seamless event execution
- Assist with communications, promotions, and fan engagement initiatives
- Support planning and execution of theme nights, halftime activities, and fan engagement efforts

Social Media & Marketing Strategist Sep 2025 – Present

Global Health & Body Composition Institute | Tucson, AZ (Hybrid)

- Manage and grow multi-platform social media presence to increase brand awareness and audience engagement
- Develop content calendars, campaigns, and messaging aligned with brand and community goals
- Analyze performance metrics to optimize campaigns and inform future strategy

Operations Leader Oct 2024 - Aug 2025

Ellie Mental Health | Yorktown, VA

- Oversaw daily operations, including scheduling, billing, and client communications
- Coordinated community outreach efforts and local partnerships to increase engagement and visibility
- Supported event planning and operational execution for community-based initiatives

Interim Coaching Assistant Feb 2025 - May 2025

William and Mary Women's Soccer | Williamsburg, VA

- Supported recruiting, training, and game-day logistics to ensure efficient team operations
- Assisted with event-day coordination and team operations

Post-Grad Experience: Jun 2024 - Nov 2024

Professional Soccer Player | Treaty United | Limerick, Ireland |

- Competed professionally while leading community and fan engagement initiatives
- Engaged with local supporters and youth programs to promote the club and grow the fan base
- Developed adaptability and cross-cultural communication in a professional sports environment

Skills

Technology: Wix, Microsoft Office, Canva, CapCut, iMovie, TeamSnap, SportsEngine, Social Media

Interests: Sports Marketing, Grassroots Marketing, Fan Engagement & Event Coordination, Brand Activations, Digital & Social Media Marketing, Community Engagement Through Sports, Soccer & Athlete Development