

DUNCAN BOONE

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EDUCATION

University of Oregon - B.S. Business Administration – Sports Business | June 2019
Jacksonville University - M.B.A. | May 2022

EXPERIENCE

Boone Creative Co.

Remote | September 2025 – Present

- Founded a sports-focused creative company delivering digital storytelling consultation for sports media and athlete-driven brands including.
- Lead end-to-end production and distribution systems across podcasts, YouTube, and social platforms, managing creative teams and building high-performance content pipelines for sports media and brand partners.

Grand Slam Track – Senior Manager of Social Media

Remote | May 2024 – December 2025

- Developed content creation/social strategy for a new professional track league.
- Led charge of 15-person creative team and main POC to 5+ vendors.
- Created branded IP for partners and fan engagement.
- Since launch: 06/18/24: 358k followers, 308M impressions, 182M video views, 10.5k posts.

NFL – Live Content Correspondent

Jacksonville, FL | July 2020 – March 2026

- Delivered real-time social video/photo content to team/NFL social + outlets.
- Trusted to capture content at SB LVIII, the 2022 NFL Combine, and games in over 12 markets.

Winners Alliance – Digital Marketing & Content Specialist

Remote | March 2023 – December 2024

- Led digital content strategy and creation for Professional Tennis Players Assoc.
- Produced content at major tennis events to boost player visibility & partner exposure.
- Developed organic and branded content for partners like Hilton, Fanatics, and Topps.

Duke Football – Assistant Director of Creative

Durham, NC | February 2022 – March 2023

- Led creative production across social channels/platforms to elevate the Duke Football brand.
- Created graphics, photography, and video content to support storytelling and recruiting.
- Launched and scaled Duke Football's TikTok presence from 0 to 135k+ followers.

Kansas City Chiefs – Digital/Social Assistant

Kansas City, MO | June 2019 – February 2020

- Produced video and motion graphics content for @Chiefs across social channels.
- Captured and edited content before, during, and after games to drive fan engagement.
- Helped align digital storytelling with brand and sponsor goals.

Resumé

Here is my current resumé. I have learned so much from my past positions and look forward to continuing to use those tangible and intangible skills in a fulfilling career.

Please reach out with any questions or if you would like more information!

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