



Otto Arney

Athlete Marketing + Branding

CONTACT

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EDUCATION

UNIVERSITY OF OREGON

- Bachelor of Business Administration • Sports Business • Sophomore

SKILLS

- Adobe **Certified**
- Athlete Branding
- Social Strategy
- Client Relations
- Content Creation
- Public Speaking

AWARDS

- Investment from the Oregon Innovation Challenge
- Ambassador Rookie of the Year

EXPERIENCE

OREGON ATHLETIC DEPARTMENT

2025 - PRESENT

Athletic Ambassador

- As an Oregon Football Ambassador, I lead tours; guiding recruits, alumni, and VIP guests through our athletic facilities.
- Develop content and graphics for the football program and manage social media initiatives to drive audience growth and engagement.

SACRAMENTO STATE FOOTBALL

SUMMER 2025

Creative Media Intern

- Interned with the football media department, capturing media days, team conferences, and game-day coverage throughout the summer.
- Led post-production editing to deliver photo and video content that highlighted players and strengthened the program's digital presence.

PIC SIX PRODUCTION

2022 - PRESENT

Sports Media Platform

- Founded one of the largest high school sports media platforms in the Sacramento area, amassing over 20,000 followers and 1 million+ cumulative views.
- Secured investment from the Oregon Innovation Challenge and grew PIC SIX across media production, digital products, and apparel.

ATHLETE VIDEOGRAPHER

2023 - PRESENT

Content Creator for Professional Athletes

- Built strong relationships with athletes by crafting personalized content tailored to their social media presence.
- Ensured consistent brand identity across platforms for athletes such as Andrej Stojakovic, Ryder Lyons, and Jameson Powell.

BRAND PARTNERSHIPS

2024 - PRESENT

Brand Collaborations & Content

- Produced content for major brands including Under Armour, Shock Doctor, Google Pixel, and Instant Hydration. Portfolio and featured work available at www.ottoarney.com.
- Served as an in-house videographer for top sports management agencies such as Range Sports and Us Management.