



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

YOUNG MONEY APAA SPORTS

2026 - PRESENT

Social Media Intern

- Create graphics and stat posts for athletes while managing a social media page with 120,000+ followers.
- Stay in contact with athletes, publish social content, and assist the general manager.

OREGON ATHLETIC DEPARTMENT

2025 - PRESENT

Athletic Ambassador

- Lead tours of Oregon athletic facilities for recruits, alumni, and VIP guests.
- Support game-day and special events, including visiting athletic directors and Nike guests.

SACRAMENTO STATE FOOTBALL

SUMMER 2025

Creative Media Intern

- Captured media days, team conferences, and game-day coverage for the football media department.
- Edited photos and videos that highlighted players and strengthened the program's digital presence.

PIC SIX PRODUCTION

2022 - PRESENT

Sports Media Platform

- Founded one of Sacramento's largest high school sports media platforms, reaching 20,000+ followers and 1 million+ views.
- Grew PIC SIX across media production, digital products, and apparel with support from the Oregon Innovation Challenge.

BRAND COLLABORATIONS

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.