

Griffin Flanders Spahr

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Creative and data-driven marketing professional and MBA candidate specializing in digital content, brand storytelling, and audience engagement. Experienced in producing high-impact visual and social media content that drives brand visibility across collegiate athletics, consumer brands, and digital platforms. Combines creative execution with marketing strategy, analytics, and cross-functional collaboration to deliver measurable results.

EDUCATION

Drexel University **Philadelphia, PA**

Masters of Business Administration, Concentration in Marketing *March 2026*

- Cumulative GPA: 3.78/4
- Magna Cum Laude
- Dean's List: Fall 2024, Spring & Fall 2025, Winter 2026
- Relevant Coursework: Marketing Strategy, Social Media Marketing, Brand Management, Business Analytics, Corporate Marketing, Impact Marketing

Lafayette College **Easton, PA**

Bachelor of Arts, Government and Law *May 2024*

- Major GPA: 3.5/4
- Dean's List: Spring 2024
- Relevant Coursework: Economics, Applied Statistics, Campaigns & Elections, State & Local Gov, Political Theory, Middle East Politics, Eastern European Politics

EXPERIENCE

Drexel University Athletics **Philadelphia, PA**

Student Photographer & Sports Content Creator *November 2025 - Present*

- Produced and delivered platform-optimized visual content across 19+ collegiate sporting events, supporting Drexel Athletics' digital marketing and fan engagement strategy.
- Collaborated with athletics communications and marketing staff to align content with brand voice, campaign timing, and social media objectives.
- Captured and edited high-performance imagery for use across Instagram and Facebook, with selected content featured on official team accounts (@drexelmbb, @drexelwrestling).
- Executed end-to-end content workflows (shoot → edit → deliver), ensuring fast turnaround and consistency across digital channels.
- Managed digital asset distribution via cloud platforms, enabling efficient content sharing with athletes, programs, and external partners such as UAlbany & Fairfield Lacrosse via Google Drive.

- Collaborated with peer institutions, including the University of Pennsylvania Men's and Women's Basketball teams, to support cross-institutional content sharing and enhance brand visibility.
- Covered professional-level events, including the Delaware Blue Coats, gaining experience in high-visibility, brand-sensitive environments.

Cooke & Berlinger Jewelry

Philadelphia, PA

Photography Specialist

March 2026

- Led a full-scale branded photoshoot, directing models and capturing product and lifestyle content aligned with brand positioning.
- Produced high-end visual assets for use in digital marketing campaigns, social media, and brand storytelling.
- Edited and optimized imagery using Adobe Creative Suite to ensure consistency in tone, color, and brand identity.

Camp Tecumseh

Moltonborough, NH

Marketing Intern & Camp Counselor

June - August 2024 & 2025

- Created and executed a weekly social media content strategy, increasing off-season engagement and maintaining brand presence.
- Produced multi-format content (photo/video) aligned with brand messaging across Instagram and Facebook.
- Collaborated in weekly marketing meetings to develop content pillars, storytelling themes, and campaign direction.
- Contributed to overall brand awareness initiatives through consistent digital storytelling and audience-focused content.

Community Three

Washington, DC

Development Associate Internship

June 2023 - August 2023

- Conducted market research and competitive analysis to support the strategic positioning of real estate developments.
- Analyzed demographic and consumer trends to align offerings with target buyer personas and market demand.
- Developed reports highlighting competitive advantages, strengthening brand differentiation, and investment positioning.

Keener Squire

Washington, DC

Property Management Associate Internship

June 2023 - August 2023

- Conducted competitor analysis to refine pricing strategy and market positioning of rental properties.
- Monitored occupancy trends and tenant demographics to inform targeted marketing decisions.
- Strengthened client communication processes, improving tenant experience and brand perception.

Fairmount Automation

Conshohocken, PA

Production Assistant

May 2020 - August 2020

- Streamlined internal communication and workflow processes, improving efficiency and supporting faster project turnaround.
- Utilized inventory and tracking systems to support operational planning and cross-functional coordination.

Kilwins Chocolates

Ardmore, PA

Baker

Summer 2019

- Delivered strong customer experiences in a fast-paced retail environment, reinforcing brand consistency and satisfaction.
- Maintained product presentation and engaged with customers to understand preferences and enhance overall experience.

LEADERSHIP & ACTIVITIES

Lafayette College Investment Club, Member and Executive Board

June 2022-2024

- Energy Analyst and Executive Board member
- Oversees and manages a \$1,000,000 portfolio
- Developed written reports and visual presentations to enhance engagement and understanding of portfolio strategy.
- Led outreach initiatives to attract new members and promote club activities on campus.

Phi Kappa Psi Fraternity, Member and Risk Manager

April 2022-Present

- Head of Risk Management overseeing 68 members
- Oversaw internal communication to ensure compliance with health and safety policies among all active members.
- Organized and promoted educational campaigns and awareness events.

Government and Law Society, Member

September 2022-2024

Cathedral Kitchen, Camden, NJ, Volunteer

September 2019-Present

- Helped with food preparation, food delivery, and overall facility well-being.

SKILLS

- **Marketing and Strategy** - Digital Marketing • Social Media Strategy • Brand Development • Campaign Planning • Market Research
- **Sports Media & Content** - Sports Photography • Live Event Coverage • Athlete Portraiture • Digital Asset Management
- **Analytics & CRM Tools** - Google Analytics • HubSpot • Salesforce • Microsoft Excel • KPI Tracking
- **Creative & Design Tools** - Adobe Creative Suite (Photoshop, Lightroom, Illustrator) • Canva • Video Editing • Sports Photography
- **SEO** - SEO Fundamentals • Keyword Research • A/B Testing

INTERESTS

- **Art** – visual storytelling and artistic branding through the creation of landscapes, portraits, and digital illustrations.
- **Sports Photography** - Teams Covered: Drexel Men's Basketball • Drexel Women's Basketball • Drexel Wrestling • Drexel Lacrosse • Delaware Blue Coats (NBA G-League) • University of Pennsylvania Men's & Women's Basketball
- **Hiking** - outdoor exploration and experiential marketing inspiration around scenic areas such as Acadia National Park each summer.

- **Reading** - Enjoy reading various books, including fiction, nonfiction, and historical works.