

RUBEN INFANTE

SPORTS CONTENT & ENGAGEMENT STRATEGIST

Athletics Communications | Game-Day Production | Student Creator Development

Central Florida | 507-933-0416 | ruben.infante@rocketmail.com

linkedin.com/in/rubeninfante | rubeninfante-portfolio.netlify.app

PROFESSIONAL SUMMARY

Athletics communications and content leader who builds repeatable game-day, publishing and student-creator systems across multiple sports. Led multi-sport media workflows across basketball, football, volleyball and school events over two school years while training and supervising student media crews. Brings production discipline from NBA arena operations, national touring live events and studio post-production.

CORE COMPETENCIES

- Athletics communications and account voice
- Multi-sport content operations and editorial standards
- Game-day and live event production
- Social strategy, publishing systems and content calendars
- Student creator training and supervision
- Photography, video, interviews, graphics and recaps
- Fan development and engagement activations
- Roster and statistics platform workflows (MaxPreps)
- Livestream, PA/audio, camera coverage and intercom
- Technical QC, asset delivery and media asset management
- Coach, administrator and family communication
- Bilingual English / Spanish

ATHLETICS AND SPORTS MEDIA

Built Not Given Youth Initiative, Inc.

Founder & President/CEO

Central Florida

2026 - Present

- Founded and lead a Florida 501(c)(3) using sports media, mentorship and visibility to support student-athletes; BNG has documented post-formation service to 56 student-athletes across 3 schools and 4 sports programs.
- Built parent-consent and publication controls for student-specific media releases.
- BNG earned a 2026 Candid Silver Transparency Seal within its first year.
- Oversaw BNG communications output including a Windermere Boys Basketball coach-announcement post that recorded 35,629 views and 13,005 accounts reached.
- Delivered photography, video, team storytelling and hands-on interview/media support to the 18-player Noble Street Baseball program during the documented Apr. 25-May 30, 2026 engagement.

Central Florida Christian Academy

Athletics Media & Game-Day Production Lead

Ocoee, FL

2025 - 2026

Media Production Teacher

2025 - 2026

Athletics Media Contributor

2024 - 2025

- Led multi-sport content and game-day workflows across boys basketball, football, girls basketball, volleyball and school events.
- Managed athletics account voice and publishing across game-day, promotional, milestone and community content.
- Trained and supervised student media crews with role assignments, schedules, review cycles and live-event execution.
- Produced photography, reels, interviews, graphics, recaps, final scores, schedules, senior and commitment features and campus signage.
- Built season publishing calendars directly from official schedule data, driving game-day and promotional content.
- Supported MaxPreps roster and statistics workflows, GoFan ticketing, livestreams, PA/audio, camera coverage, setup and strike.
- Designed fan-development activations for student and community engagement at home events.
- Taught media production during the school day, building student skills in camera work, editing and publishing.

PRODUCTION AND MEDIA OPERATIONS

R3Sound LLC

Freelance Sound Editor, VO & Dubbing Recordist

Remote

2020 - Present

- Operate an active freelance business serving multiple studios and clients on remote, deadline-driven delivery.

Wildwoods Picture & Sound

Sound Editor / Podcast Producer

Los Angeles, CA

2021 - 2025

- Edited and produced story-driven audio, managing session preparation, media organization and client delivery.

Deluxe Media

Localization Engineer / Sound Editor-Mix Tech

Los Angeles, CA

2018 - 2023

- Owned production quality control and approved final deliverables before public release.
- Oversaw output quality from other departments, escalating and resolving issues ahead of delivery deadlines.
- Managed concurrent projects across departments spanning different clients, studios, deadlines and skill requirements.
- Trained team members on skill development toward greater production responsibility.

NASA FMA Live

Lead Stage Assistant / Assistant Engineer

National tour

2014 - 2017

- Supported audio, lighting, video, staging and playback for a nationwide student-facing STEM production.
- Work spanned rehearsals, live-show execution, troubleshooting and touring logistics across school venues nationwide.

Orlando Magic (NBA)

Camera Utility / Audio-Visual Technician

Orlando, FL

2013 - 2017

- Supported live NBA game-day and arena production through camera-operator assistance and robotic-camera support.
- Handled interview setups, A/V preparation, equipment setup, safe cable runs, strike and reset.
- Communicated on production intercom with directors, control-room staff and camera crews during live games.

EARLIER EXPERIENCE

Video Tech Services | Freelance Audio-Visual Technician

2017 - 2020

Live event audio-visual setup, operation and support.

Youth Development & Behavioral Services | Youth Support and Life-Skills Roles

2002 - 2014

Behavior intervention, life-skills facilitation, documentation, and parent and school communication.

EDUCATION

Bachelor of Science, Recording Arts | Full Sail University

2013

CERTIFICATIONS AND CREDENTIALS

- HubSpot Academy - Social Media Marketing II Certified (2026)
- HubSpot Academy - Social Media Certified (2026)
- HubSpot Academy - Digital Marketing Certified (2026)
- Team John Maxwell Certified Coach, Teacher, Trainer & Speaker (2016)

TOOLS AND PLATFORMS

Platforms: Instagram, Facebook, YouTube, TikTok, X, Threads, LinkedIn, platform insights, scheduling, content calendars

Athletics systems: MaxPreps, GoFan, livestream workflows, production intercom, PA support, microphones, HDMI/SDI

Creative: Canva, CapCut, Lightroom Classic, DaVinci Resolve, Sony camera workflows

Post-production: Pro Tools HD, iZotope RX, media asset management, technical QC

Working knowledge: Adobe Premiere Pro, Hudl