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EXPERIENCE

ASSISTANT DIRECTOR OF CREATIVE MEDIA - FSU Football

Tallahassee, FL | Intern: May 2023 - April 2024 | May 2024 - Present

- Assist the Director of Creative with graphics on games, recruiting, and media days.
- Apply Google and Microsoft applications to expedite Recruiting Mailers and Templates.
- Photograph and edit photos from practices, media days, game days, and recruit visits.
- Manage a team of 7 creative interns, overseeing the development and execution of design projects for the football team.

DIGITAL MEDIA ASSISTANT - Living Sport

Remote | Feb 2023 - Dec 2023

- Created social content for Instagram, LinkedIn, and Facebook.
- Designed postcards for participants in their sports business programs.
- Assisted their Director of Digital Media with ideas and branding.

DIGITAL MEDIA SPECIALIST/INTERN- The Sporting News

Remote | May 2022 - Jan 2023

- Assisted the Senior Graphic Designer with graphics for their social media pages and website.
- Made posts daily to their social media accounts including Twitter, Facebook, and Instagram.
- Attended various meetings regarding each major sports team specifically discussing any breaking news happening within each.

FOOTBALL MEDIA INTERN - ETSU Football

Johnson City, TN | Jan 2021 - May 2023

- Developed content for social media, recruiting, and team purposes.
- Assist the Assistant Director of Operations with travel itineraries.

STUDENT MANAGER- ETSU Football

Johnson City, TN | Jan 2019 - Dec 2022

- Worked directly with coaches and players on daily equipment needs.
- Set up and tore down equipment for practices and game days and assisted coaches during drills.
- Managed the Coach Comm headsets during game days and scrimmages.
- Won the 2021 SoCon Championship.

CERTIFICATIONS

- American Marketing Association (AMA) - December 2022
- Digital Marketing Institute - December 2022
- Adobe Photoshop - December 2022

VOLUNTEER

- Reach One Sports
- 2023 SEC Championship Fanfare - Brand Activations/Fan Engagement
- 2024 Jacksonville Baseball Classic Team Host

EDUCATION

FLORIDA STATE UNIVERSITY

Tallahassee, FL | 2023 - 2024

- Master's in Sport Management
- Social Media Coordinator GA for the Sport Management Department (1 Year)
- Sport Management Student Association Club
- 4.0 GPA

EAST TENNESSEE STATE UNIVERSITY

Johnson City, TN | 2018 - 2022

- Magna Cum Laude
- BS in Media and Communication
- BS in Sport Management
- Minor in Business.
- Dean's List
- 3.8 GPA

ACCOMPLISHMENTS & EXPERIENCES

2023 LIVING SPORT BUSINESS PROGRAM

- Accepted into a highly competitive sports business program working alongside the Arizona Super Bowl Host Committee as an Events Operations Assistant for the NFL Fan Experience and 57th Super Bowl.
- Was a lead communicator on the Digital Media Team.

ASSOCIATION FOR WOMEN IN SPORTS MEDIA (AWSM)

- One of seven young women chosen as an AWSM Scholar. Through AWSM, was placed with The Sporting News for an internship, awarded a \$1000 scholarship, and attended the 2022 AWSM Annual Conference in Denver, CO.

NATIONAL STUDENT ADVERTISING COMPETITION (NSAC)

- Completed in-depth research to develop a creative and strategic advertising campaign for Meta Quest VR to make the device essential in the eyes of current and incoming 18-24-year-old college students.
- Placed first at districts, and 6th at nationals.

SKILLS

- Adobe Photoshop
- Adobe Light Room
- Adobe Bridge
- Google Docs/Sheets
- Microsoft
- Sony Equipment
- Photo Editing
- Photo Naming