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EXPERIENCE

ASSISTANT DIRECTOR OF CREATIVE MEDIA - FSU Football

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

- Develop and execute high-impact graphics for recruiting, internal initiatives, and live game-day needs, consistently producing fast, polished creative under tight deadlines.
- Translate brand strategy into cohesive design systems that enhance storytelling and elevate fan and recruit engagement.
- Photograph practices, game days, media days, and recruit visits; retouch and deliver optimized assets for digital and print use.
- Manage a team of creative interns, assign projects, provide feedback, maintain quality standards, and ensure brand consistency.
- Streamline recruiting workflows by building templates and mailer systems using Google and Microsoft platforms.
- Collaborate across departments, proactively identifying design opportunities and presenting creative solutions that support the overall brand strategy.

DIGITAL MEDIA ASSISTANT - Living Sport

Remote | Feb 2023 - Dec 2023

- Created graphics and social content for Instagram, LinkedIn, and Facebook, supporting program marketing and participant engagement.
- Designed print-ready postcards and assisted in strengthening the brand's visual identity.
- Worked closely with the Director of Digital Media to ideate content and optimize design workflows.

DIGITAL MEDIA SPECIALIST/INTERM - The Sporting News

Remote | May 2022 - Jan 2023

- Assisted the Senior Graphic Designer in producing graphics for web and social platforms, ensuring all deliverables met brand identity standards.
- Created daily content for Instagram, Twitter, and Facebook, supporting major sports coverage across leagues.
- Participated in cross-functional planning meetings to align visual content with editorial needs and campaign goals.

FOOTBALL MEDIA INTERN - ETSU Football

Johnson City, TN | Jan 2021 - May 2023

- Designed graphics for team use, recruiting, and social media while maintaining brand continuity across all applications.
- Supported the Assistant Director of Operations with logistics, travel materials, and communication documents.

CERTIFICATIONS

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

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

- Selected into a competitive sports-business cohort; worked with the Arizona Super Bowl Host Committee for the NFL Fan Experience and Super Bowl LVII.
- Served as a lead communicator on the Digital Media Team, collaborating across departments to support event execution.

ASSOCIATION FOR WOMEN IN SPORTS MEDIA (AWSM)

- One of seven scholars selected nationwide, awarded a \$1,000 scholarship, and placed with The Sporting News.
- Attended and honored at the 2022 AWSM Annual Conference.

NATIONAL STUDENT ADVERTISING COMPETITION (NSAC)

- Conducted research and developed a campaign for Meta Quest VR.
- Placed 1st at districts and 6th nationally.

SKILLS

- Adobe Photoshop, Lightroom, Bridge
- Microsoft Office • Google Suite
- Creative Direction • Brand Development • Typography • Photo Editing & Retouching
- Photography • File Prep & Optimization • Creative Strategy
- Sony/Canon Equipment • Photo Organization