



SUMMARY

Creative and versatile creator with a passion for bringing stories and ideas to life. With 5+ years of experience in videography, video editing in Adobe Premiere Pro, photography, and photo editing in Adobe Photoshop and Lightroom, I can ideate creative concepts with in-depth knowledge to build a strong and efficient production plan. Proven ability to also communicate concepts and ideas to content creators and manage content creators to fulfill a team's vision.

WORK EXPERIENCE

NASCAR | Associate Producer, Driver Services

July 2023 - July 2024

- Provided over a dozen drivers with resources and strategy to grow their individual brands including content ideation and development for their channels, hiring and managing freelance content creators over race weekends and special events, as well as editing content.
- Facilitated and organized productions with drivers and ideating ways to incorporate them into unique content on NASCAR channels.
- Managed a dozen freelance content creators over race weekends and special events incorporating needs of other teams exceeding NASCAR and driver content expectations.
- Edited over a dozen social videos for NASCAR talent to promote NASCAR and driver based content.
- Executed photography and production for many NASCAR and driver events for internal use and NASCAR social channels.
- Built effective relationships across and within the NASCAR organization and driver teams leveraging them to deliver and execute strong content projects.

GCSU Athletics | Director of Media

September 2021 - December 2022

- Filmed and edited 10+ videos for all GCSU athletic teams per season to promote game days.
- Organized and planned content calendar for Instagram, Twitter, and TikTok accounts.
- Designed graphics to be used for posters, yard signs, and sandwich boards for 5 athletic teams.
- Assisted in broadcast productions for all athletic events.

Communities in Schools PSA | Freelance Videographer

Fall 2022

- Filmed and edited annual promotional video for volunteers.
- Coordinated with school's site coordinators to organize production days.
- Organized production day by planning shots of a Communities in School event.

Sunbelt Baseball League | Social Media Coordinator

May 2022 - August 2022

- Increased following and engagement on all social media accounts by more than 15%.
- Planned content calendar for Facebook, Instagram, and Twitter.
- Photographed 30+ games and had photos published by the Gainesville Times & EA Sports Today.
- Edited graphics weekly using game day pictures to promote athletes and teams.
- Created media repositories for game broadcasters by gathering information and pictures of full All-Star roster.

GCSU Department of Communication | Production Studio Manager

Spring 2021

- Managed state-of-the-art broadcast studio and taught others on how to efficiently run news shows using the equipment.
 - Trained by professionals on how to operate the equipment and teach others.
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EDUCATION

Georgia College & State University — December 2022

B.A. Mass Communication; B.S. Psychology, Minor Rhetoric; Honors - cum laude

Volunteer positions: Vice President of Alpha Gamma Delta, Greater Milledgeville Younglife Leader

SKILLS

- Spanish — Bilingual Proficiency
- Videography
- Photography
- Adobe Studio
 - Photoshop, Premiere Pro, Audition, After Effects, Lightroom
- Public Speaking

References available upon request.