



DIGITAL CONTENT CREATIVE

## Experience

### App State Athletics

#### Director of Creative Services

Sept. 2019 - Present

Responsible for building App State Athletic's overall brand by creating graphics for a variety of platforms. I work closely with our marketing, communications, and video staff to produce static and motion graphics for social media and venue video boards. Other responsibilities include organizing photoshoots, producing real-time photography for games, and managing student interns.

### Bronco Productions

#### Western Michigan University Athletics

#### Associate Videographer

Aug. 2018 - June 2019

Responsible for creating new and distinctive content for Western Michigan Athletics to better promote all of Western's athletic programs. Organized and produced video features for various teams while working with athletics to create engaging and unique videos to be shared on video board, TV, and across social media platforms.

### Lubbock Avalanche Journal

#### Freelance Photographer

Dec. 2016 - June 2018

Covered sports throughout West Texas ranging from high school, NCAA Division II, NJCAA, and Texas Tech University as assigned.

Outside of sports, covered various events.

### The Matador

#### Digital Creator & Manager

March 2017 - April 2018

Responsible for assisting the general manager in creating digital marketing and social media pieces including taking lifestyle portraits and managing the online store. I also helped to increase online sales by 95% over one year.

### Texas Tech University Marketing Office College of Media & Communication

#### Photographer/Videographer

Sept. 2014 - Aug. 2017

Produced photo, video, and animation for the college's social media, magazine, and website. Assignments included events, portraits, b-roll, and interviews. Through this, the college saw an increase in retention, recruitment, and alumni involvement.

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## SKILLS

Adobe Creative Suite

Creative direction and leadership

Public speaking

Story telling through photography and videography

Strategic thinker

## EDUCATION

### Master of Arts

Texas Tech University  
Lubbock, TX  
Jan. 2016 - May 2018

Graduated with a master of arts in mass communications with a focus in sports media.

### Bachelor of Arts

Texas Tech University  
Lubbock, TX  
Aug. 2012 - Dec. 2015

Graduated with a bachelor of arts in electronic media and communication with a focus in photography and videography.