

# Andrea Ayers



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## SKILLS

- Adobe PremierePro
- Final Cut Pro
- Adobe Audition
- Adobe Photoshop
- Adobe After Effects
- Canva
- Video Production
- Videography/Photography
- Microsoft Office
- Communication
- Leadership

## EDUCATION

MASTER'S DEGREE  
Communication  
The University of Texas at Arlington  
May 2021

BACHELOR OF ARTS  
Broadcast Communication  
The University of Texas at Arlington  
May 2018

## ACHIEVEMENTS

DEAN'S LIST  
The University of Texas at Arlington  
May & December 2016

OUTSTANDING BROADCAST  
SENIOR  
The University of Texas at Arlington  
May 2018

## CAREER OBJECTIVE

Master's degree graduate with proven communications, storytelling, social media, and videography skills. Seeking a position in communications and marketing.

## WORK EXPERIENCE

### ASSISTANT DIRECTOR OF CREATIVE SERVICES / OCT. 2021- Present

### VIDEO AND CREATIVE SERVICES GRADUATE ASSISTANT/ JAN – MAY 2016 & AUG – OCT 2021

*The University of Texas at Arlington Athletic Department / Arlington, TX*  
Develop video, photos, and graphic content, as well as co-manage online and social media platforms for UTA Athletics. Conduct interviews and collect media for Arena/Stadium video boards to be included for in game content, including greenscreen utilization. Continuously research social media trends and ideations, as well as motion graphics for in house video and score boards. Lead and mentor interns in real world experience in sports media.

### VIDEO ASSISTANT / JULY 2020 – JULY 2023

*First United Methodist Church of Arlington / Arlington, TX*  
Assist in every aspect of video production for services and social media platforms, as well as set design, lighting, scheduling, multi camera set ups, multi camera editing, special projects, and management of websites and social media.

### COMMUNICATIONS INTERN / AUG. 2020 – MAY 2021

*Tropical Smoothie Café Frisco Bowl / Frisco, TX*  
Assist with creation of media items including TV, Radio and print, and coordinating Frisco Bowls social media exposure. Oversee web and social media content for the Frisco Bowl to include relevant content, as well as assist in the development of marketing strategies to increase overall awareness of Frisco Bowl and its events. Assist in creation, execution, and coordination of social media content and bowl game website. Collaborate with team members regarding marketing communications efforts and media action plan. Writing and editing of content for publications, as well as update program details as needed. Support external communication to all media outlets and assigned bodies.

### FOOTBALL VIDEO EDUCATION INTERN / MAY 2019 – AUG. 2019

*USA Football / Indianapolis, IN*  
Internship duties including working in a team environment, collaborating and producing educational videos for USA Football. Other responsibilities included using pre-production discussion skills, videography skills, and post-production editing skills, create videos for coaches, players, and parents to learn about USA Football, new leagues and the Football Development Model.