

Andrea Ayers

VIDEO PRODUCTION



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andreaayers.com



Linkedin.com/andrea-ayers

SKILLS

- Adobe PremierePro
- Final Cut Pro
- Adobe Audition
- Adobe Photoshop
- Video Production
- Videography
- 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

Communications graduate with proven communications, storytelling, and videography skills. Seeking a position as a video production specialist, to leverage video production and communication skills to support internal and external communication and video needs of a company.

WORK EXPERIENCE

VIDEO AND CREATIVE SERVICES ASSISTANT/ JAN.–MAY 2018 & AUG. 2019– PRESENT

The University of Texas at Arlington Athletic Department / Arlington, TX

Assist UTA Athletics with video media for online and social media platforms. Film press conferences and features for website, television, and social media formats. Gather interviews and edit weekly scholar athlete videos. Create in game marketing content involving players, graphics, and music. Teach and advise interns for real experience in sports media.

VIDEO ASSISTANT / JULY 2020 – PRESENT

First United Methodist Church of Arlington / Arlington, TX

Help in every aspect of video production. Set design, lighting, scheduling, multi camera set ups, multi camera editing, special projects, uploading to both websites and social media.

COMMUNICATIONS INTERN / SEP 2020 - MAY 2021

Tropical Smoothie Cafe Frisco Bowl / Frisco, TX

Assist with creation of media items including TV, radio and print. Assist in coordinating Frisco Bowls social media exposure. Oversee web and social media content for the Frisco Bowl to include relevant content. Assist in the development of marketing strategies to increase overall awareness of Frisco Bowl and its events. Assist in creation and execution of social media content. Coordination of social media content with bowl game website. Assist with marketing communications efforts and media action plan. Writing and editing of content for publications. Update program details as needed. Support external communication to all media

FOOTBALL VIDEO EDUCATION INTERN / MAY 2019 – AUG. 2019

USA Football / Indianapolis, IN

Working in a team environment, collaborate and produce educational videos for USA Football. 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 about the Football Development Model.