



Professional Summary

Looking to make a difference using my talents to tell your story through any and all media, across all platforms. Roles have included video production and editing, social media strategy, content creation, sports reporting, digital marketing. Skilled as writer, from blogging to magazine features. Practiced in public speaking and performance. Sports Administration Masters and Journalism Bachelor's degrees. Seeking FT role or contract with reputable company or nonprofit.

Skills

- Video Production, Video Recording, Video Editing, Photography, Graphic Design, Digital Marketing
- Website development & monitoring, SEO, KPI, Analytics, Ad buying, Wordpress.
- Social Media Strategy, Media Relations, Public Relations, Investor Relations, Communications.
- Journalism, On-Camera News Reporter, On-Camera Sports Reporter, Event Management, Presentation and Public Speaking.
- Avid, Final Cut Pro, Adobe Creative Suite, Premiere Pro, InDesign, Illustrator, PhotoShop.

Work Experiences

Creative Director/Owner 01/2013 to Current
FlyHawk Productions – Nashville, TN

- Video and photography services and production, including shoot-write-edit video packages, company stories, commercials and independent films
- Social media and website management, SEO and content creation

Content Creator Community Engagement
HCA Healthcare – Nashville, TN 11/22 to 05/23

- Produced written, video, graphics content and more for this contract project, including:
- Blogs and social media content for corporation-wide use.
- Owned creation of a monthly community engagement newsletter with audience of more than 280k.
- Shot, wrote and edited videos for usage internally and public-facing.
- Created digital designs for digital signs in HCA Healthcare's facilities.

Video Producer/Social Media Strategist
Metro Nashville Sports Authority – Nashville, TN

01/2022 to 06/2022

- In this contract and intern role, produced MSA's first in-house-made video, a story using local women sports stars from years past to commemorate 50th anniversary of Title IX
- Produced MSA's first logo and developed strategic plan for their roll-out of social media platforms
- Cut staff clerical times by 90% by introducing new technology and training staff
- Led event set-up and preparation for Nashville's pro and college sports organizations.

Media Relations/Social Media Strategist
Belmont University – Nashville, TN

01/2021 to 06/2021

- Improved recruiting of athletes by expanding web and social media presence, which included adding live stream video and video/print personality features on star athletes
- As pool reporter for national outlets and NCAA, heightened exposure for Belmont while creating and managing all written, web and social media content and all photographic and video content for Belmont's men's and women's track and field and cross country teams, as 30-40-hour-a-week internship.

Communications Specialist for Investor Relations
HealthStream Inc. – Nashville, TN

01/2017 to 01/2018

- Boosted communication and company morale by originating a weekly vlog with CEO Bobby Frist
- Made internal communications more efficient and more secure by developing the company's first Intranet
- Conceptualized, edited and produced graphic design as well as video, photography and print content for various public-facing and in-house platforms.

Digital Marketing Coordinator
HealthStream Inc – Nashville, TN

01/2016 to 01/2017

- Increased viewership among target audiences using clever graphics, including "Nurse Humor" campaign
- Elevated quality in generating content and coordinating digital marketing campaigns, including SEM, SEO, email marketing, display and social networking
- Upgraded website content using Sitefinity CMS Management
- Increased company's use of analysis in digital campaigns using Hootsuite, Sprout Social and Google Analytics
- Developed 2 external websites, microsites and Emarketing systems
- Increased targeting in digital advertising channels, including Google Ad Words, Retargeting with Listen Loop, and social media ads on LinkedIn, Facebook and Twitter.

Sales Coordinator/Website Manager
P.O.G. LLC – Nashville, TN

01/2014 to 01/2015

- Increased sales by 33% when I led, managed and trained a team of more than a dozen PhotoBooth operators, including scheduling, graphics selection and placement
- Elevated website content and improved communications as the primary customer contact and coordinator
- Put the company's best foot forward in setting up and managing events.

Videographer, Managing Editor and Website Manager
TotalSportsMag.com – Nashville, TN

01/2010 to 01/2012

- Shoot, write, edit and produce sports video packages for this online sports startup
- Greatly increased views by quickly churning out quality video content, including sports news and features, up to 12 packages daily
- Expanded coverage to nationwide as I traveled extensively in U.S
- Boosted company's footprint by creating podcasts and marketing events for a variety of sports genres
- Added visibility and revenue as I pitched, wrote and created feature sports articles that we sold to media outlets and trade publications.

Broadcast TV Photographer, Editor
WTVF Channel 5 News – Nashville, TN

08/2008 to 01/2009

- Expanded Channel 5's coverage of local sports as, during this internship, I shot and covered sports events, then edited taped footage for evening newscasts
- Assisted in all facets of production, including checking wire reports, logging feeds and games, preparing initial scripts, and working with editors to produce highlights.

Hospitality, Public-Facing
Various – Nashville, TN

08/2008 to Various

While in college and at times to fill in around media roles, worked as bartender, server and front of house manager.

Education

Master's Degree: Sports Administration
Belmont University - Nashville, TN

Bachelor of Science: Journalism (Broadcast TV and Social Media Emphasis)
Belmont University - Nashville, TN

High school diploma: Liberal Arts and Sciences
David Lipscomb Academy - Nashville, TN

CONTACT INFORMATION:
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