

AMANDA ROUSSIN

[@amanda_roussin](https://twitter.com/amanda_roussin) www.amandakroussin.com

CONTACT



602-549-6413



amandakroussin@gmail.com



Louisville, KY

INDUSTRY SKILLS

- Social media, communication management and strategy
- Proficient in Adobe Creative Suite
- Certified in Google Analytics
- HTML, CSS coding abilities
- AP Style
- NCAA LiveStats and StatCrew
- Conversational Proficiency: Spanish

PROFESSIONAL DEVELOPMENT

Women Leaders in College Sports

- 2018 Leadership Symposium Participant

LEADERSHIP

The New Standard Committee Oct. 2021 - present

- Serves as the social media and creative content advisor
- Launched and executed the department's "Opportunity to Fly" mini campaign for the 50th anniversary of Title IX

San Diego Athletics Nov. 2020 - Aug. 2021

- Member of the Return to Play committee assisting in COVID-19 protocol development, crisis communications, etc.
- Oversaw and built the communications internship program, supervising two graduate interns and working with academic departments on campus
- Assisted supervising federal work study students within the communications office

Women Leaders in College Sports Aug. 2019 - July 2020

- 2019-20 Mentorship Program participant

EDUCATION

May 2019

University of Louisville

Masters of Science in Sport Administration

May 2017

University of Missouri-Columbia

Bachelor of Journalism, Emphasis in Convergence Sports
Magna Cum Laude, Minors in Business and English
Certificate in Multicultural Studies

EXPERIENCE

Louisville Athletics, September 2021 - present

Assistant Director of Creative Communications

- Serves as the social media strategist for football, softball, women's soccer and rowing.
- Organizes creative teams consisting of photo, video and graphic design personnel to generate strategic content.
- Generates analytics reports to drive decision making and provide education to coaching staffs.
- Strategized and curated the creative campaign for Louisville Women's Basketball's run to the 2022 Final Four, generating over 1.5 million impressions and 95,000 engagements at its launch.
- Ran and executed the All-American campaign for Hailey Van Lith, including designing and coding a customized webpage (HVL10.com).

University of San Diego Athletics, May 2019 - August 2021

Assistant Director for Strategic Communications

- Served as the primary communications contact and social media strategist for women's basketball, softball, women's soccer and cross country/track.
- Created and organized visual and written content for digital platforms, utilizing Adobe Creative Suite and other relevant tools.
- Built USD Athletics' visual branding for the 2020-21 academic year to encompass 17 varsity sports internal and external communications, including building the first style guide, look book and Creative Cloud Library.
- Provided education and consultation on digital marketing to coaches, scholar-athletes and athletics staff members.
- Generated double-digit growth across team Twitter and Instagram accounts (169% for softball, 131% for women's soccer, 89% for women's basketball)

Louisville Football, Aug. 2018 - May 2019

Design Graduate Assistant

- Designed graphics to aid recruiting goals and messaging to potential student-athletes.
- Aided in creative direction of photo and video shoots.
- Served as social media coordinator for accounts, increasing engagement by 50 percent in the first month

University of Louisville Athletics, Aug. 2017 - May 2018

Social Media Intern - adidas Internship Program

- Led digital sponsorships in partnership with Learfield on activations for over 10 accounts.
- Represented Louisville at the ACC Swim and Dive Championships as the sole videographer. Produced over 20 pieces of content, averaging over 1,300 impressions.
- Generated and strategized real-time content for all Louisville Athletics channels.

Stephens College Athletics, March 2016 - June 2017

Student Assistant

- Shadowed former Athletics Director Adam Samson learning about eligibility/compliance, media relations and strategic planning.
- Conducted research to build the foundation of booster and sponsorship programming by surveying 22 universities nationwide.
- Created consistent video branding, which evolved into the current style guide.