

AMANDA BYLER

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CONTACT



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Louisville, KY

LEADERSHIP

adidas Internship Program Aug. 2017 - present

- Serves as secretary for the program, coordinating communication with HR.

Head Coach, Rockers Softball July 2015 - July 2016

- Instructed and motivated young players.
- Coordinated practices and tryouts for club team.
- Responsible for game day lineups, decisions and team budget.

Project Management Jan. 2016 - May 2016

- Served as a middle manager between teams of student reporters and faculty.
- Provided critical analysis of story ideas and reporting during weeklong projects.
- Collaborated with faculty to ensure team success.
- Organized communication channels and attended weekly management meetings.

Association for Women in Sports Media May 2015 - May 2016

- Elected the chapter's Communications Secretary.
- Coordinated communication and social media: Instagram, Facebook and Twitter.

ACADEMIC RECOGNITION

Mizzou Dean's List (8 semesters)

Mizzou Collegiate Scholar

EDUCATION

Expected Graduation: University of Louisville
May 2019 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

SKILLS

- Social media, communication management and strategy
- Proficient in Adobe Creative Suite
- Final Cut Pro
- DakStats
- AP Style
- Google Analytics
- HTML, CSS
- Constant Contact
- Conversational Proficiency: Spanish

EXPERIENCE

University of Louisville Athletics, Aug. 2017 - present

Social Media Intern - adidas Internship Program

- Serves as the point person for digital sponsorships, working with Learfield on activations for over 10 accounts.
- Traveled to the ACC Swim and Dive Championships as the sole videographer. Produced over 20 pieces of content, averaging over 1,300 impressions.
- Generates and strategizes real-time social media content for all Louisville Athletics accounts.
- Aids in the creation of motion and still graphics for use across all platforms.
- Works with marketing and ticket office to create mass email messaging to fans.

Louisville Physical Activity Program, Aug. 2017 - present

Part-time Lecturer

- Instructs over 50 students in the program's basketball courses.
- Adapts lesson plans and drills for students with disabilities in the PACT program.
- In charge of syllabus and daily lesson plan creation.

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 foundations of booster and sponsorship programming by surveying 22 universities nationwide.
- Created consistent video branding, which evolved into the current style guide.
- Aided in game day operations, video content creation and live stats.

MU Division of IT, Sep. 2014 - December 2016

Student Assistant, Social Media Coordinator

- Conceptualized and ran the Information Security and Access Management (ISAM) team's Twitter account.
- Formulated and implemented proposals for online presence and cyber security curriculums.
- Strategized security awareness campaigns with team members and marketing department.

Missouri Volleyball, Feb. 2014 - May 2014

Communications Intern

- Worked in a team to design a new layout for the online newsletter.
- Wrote and generated content for the newsletter.
- Developed strategies to generate a professional online presence.
- Increased readership and click-throughs by 35% to social media and website.