

AMANDA BYLER

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CONTACT



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Louisville, KY

LEADERSHIP

adidas Internship Program Aug. 2017 - May 2018

- Served 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.

PROFESSIONAL DEVELOPMENT

Women Leaders in College Sports

- 2018 Leadership Symposium 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

SKILLS

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

EXPERIENCE

Louisville Football, Aug. 2018 - present

Design Graduate Assistant

- Designs graphics to aid recruiting goals and messaging to potential student-athletes.
- Serves as social media coordinator for accounts with over 20,000 followers.
- Creates detailed monthly and bi-weekly analytics reports.
- Increased engagement by 50 percent in first month of social media duties.

University of Louisville Athletics, Aug. 2017 - May 2018

Social Media Intern - adidas Internship Program

- Led digital sponsorships, working 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 accounts.
- Aided with creation of motion and still graphics for use across all platforms.
- Worked with ticket office to create mass email messaging to fans.

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.
- 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.