

# AMANDA ROUSSIN

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## CONTACT



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San Diego, CA

## PROFESSIONAL DEVELOPMENT

### Women Leaders in College Sports

- 2018 Leadership Symposium Participant

## LEADERSHIP

### Women Leaders in College Sports Aug. 2019 - present

- 2019-20 Mentorship Program participant
- Mentored a recent graduate through job applications, interviews and industry knowledge.

### 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.

### Association for Women in Sports Media May 2015 - May 2016

- Elected the chapter's Communications Secretary.
- Responsible for all digital and social media efforts.

## 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

## INDUSTRY SKILLS

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

## EXPERIENCE

### University of San Diego Athletics, May 2019 - present

*Assistant Director for Strategic Communications*

- Serves as the primary communications contact and social media strategist for women's soccer, women's basketball, softball, cross country, track and men's rowing.
- Creates and organizes visual and written content for digital platforms, utilizing Adobe Creative Suite and other relevant tools.
- Aids in live game day coverage through multiple mediums, including photography.
- Provides education and consultation on digital marketing to coaches, scholar-athletes and athletics staff members.

### 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 with over 20,000 followers.
- Created 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 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 accounts.
- Aided in creation of motion and still graphics for use across all platforms.

### 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.