

AMANDA ROUSSIN

 @amanda_roussin

www.amandakroussin.com

CONTACT



602-549-6413



amandakroussin@gmail.com



San Diego, CA

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 motivate 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

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.