

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

May 2019

University of Louisville

Master's of Science in Sports 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
- Adobe Creative Suite
- Final Cut Pro
- DakStats
- AP Style
- Google Analytics
- Basic 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 all digital sponsorships, working with Learfield.
- Generates and strategizes real-time content on Snapchat, Instagram and Twitter for all Louisville Athletics accounts.
- Creates graphic and video content across all platforms.
- Aids in daily fan engagement strategies for Facebook and Twitter accounts.

Stephens College Athletics, March 2016 - June 2017

Student Assistant

- Shadowed current 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.

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.

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 (@InfoSecUM).
- Formulated and implemented proposals for online presence, cyber security curriculums and communications plans.
- Strategized security awareness campaigns with team members and marketing department.

Columbia Missourian, Aug. 2015 - Dec. 2015

Community Outreach Team

- Aided with social media content creation and audience engagement.
- Created in-depth analytics reports to guide and enhance newsroom's coverage.
- Proposed and developed new online contribution section, Coaches Corner.
- Utilized social media for live coverage events, including Missouri Football.