

# Charlie McCoy

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## EDUCATION

Bachelor of Arts Communication, December 2024  
The University of Alabama, Tuscaloosa, AL

Major: Creative Media, Minor: General Business  
Major GPA: 4.032 Overall GPA: 3.67

**AWARDS & HONORS** - Presidents List 2024, Dean's List 2021-23 Honoree

## RELEVANT COURSEWORK

Mechanics of Media Writing, Media Content Creation, Business of Film and TV, Media Production, Multi-Camera Production, Advanced Post-Production

## EXPERIENCE

**Mercedes-Benz USA, Film and Telecommunications Intern**, Tuscaloosa, Alabama, May 2024 - August 2024

- Shot and edited instructional videos using Adobe Premiere Pro, After Effects, and Photoshop, incorporating animations and graphics to improve impact and clarity
- Planned and directed shoots around the plant according to a given topic matter or assignment
- Collaborated with employees at every level to create and produce 45 videos in three months, all ranging from 1-10 minutes
- Conducted on-site filming of proper protocol and processes to be displayed around the plant screens

**BelieveUA, Mentor**, Tuscaloosa, AL, August 2022 - May 2023

- Selected to become a mentor to instruct and supervise college students struggling in school courses
- Assisted with preparation for exams and assignments while promoting better habits for a social and academic balance all while promoting better mental health by offering 24/7 support when needed
- Instilled values of determination, confidence, and maturity when dealing with school tasks by monitoring turn-in dates and encouraging meetings and dialogue with teachers

**WVUA-FM Radio Station, Writer**, Tuscaloosa, AL, January - May 2023

- Wrote and published 6 articles about various topics for album/song reviews for the WVUA-FM website
- Led intensive research behind songs and artists to further enrich article information and depth
- Crafted topics to research on a weekly basis and edited articles pre-release

**Monarch Health Systems, Marketing Intern – Project Work** Atlanta, GA, May 2021 - Present

- Initiated promotional advertisements on popular social media platforms including Instagram, Facebook, and LinkedIn for Grace Aesthetics and Wellness, LLC., Monarch Health System, and SC-Internal Medicine, LLC.
- Presented unique ways to facilitate client outreach such as promotional offers and eye-catching advertisements for all Monarch-held companies.
- Helped with retention marketing initiative for Monarch's 10,000 + patients in Southeast US through podcast production, producing collateral for patient coupons, health fairs, medical articles, and appreciation promotions for concierge medical patients. Complete installation of podcast studio with video and streaming capabilities.

## SKILLS

- Production: Canon C100, Canon C300, Canon XA25, Sony a6000, Rokinon Lens Kit, Mlx Pre-6 II, StudioBinder, Celtx
- Editing: Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Audition, Adobe Animate, Adobe Illustrator, Frame.io
- Microsoft Office 365: Outlook, Word, Excel, PowerPoint, Constant Contact
- Social media: Facebook, Snapchat, Instagram, X, TikTok, and LinkedIn
- Writing: short film, feature film, technical, narrative, creative, critical, medical