

# amanda caffey

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## skills

Adobe After Effects,  
Illustrator, InDesign,  
Lightroom, Photoshop,  
Premiere, XD  
Final Cut Pro X  
Google Drive  
Microsoft Office Suite  
SQLite, SPSS  
HTML, CSS, Bootstrap  
ENPS  
WordPress

Canon DSLR T2i, C100,  
XF 300, XF 305  
Nikon D3000  
Audio board

Facebook  
Instagram  
Twitter  
Snapchat  
Slack

Data Analysis  
Open record  
requests/FOIA  
AP Writing Style  
Fluent in American  
Sign Language

## education

Syracuse University  
S.I. Newhouse  
School of Public  
Communication;  
Bachelors of Science:  
Broadcast and  
Digital Journalism

Maxwell School of  
Citizenship and  
Public Affairs;  
Bachelors of Arts:  
Citizenship and  
Civic Engagement

May 2018

## communications

### USA Today Sports

Freelance Data Analyst • Spring 2018 - Winter 2018

Filed open records requests for NCAA reports from all public university athletic programs • Analyzed financial data in Excel • Looked for anomalies in data to support news stories

### NowThis Media

Freelance Video Producer • Winter 2017 • New York, NY

Collaborated with Food, Financial and Sports teams to script and produce more than 30 readable videos shared on Facebook and the NowThis website

### The Daily Orange

Video Editor • Spring 2016 - Fall 2017 • Syracuse University

First video editor • Created video branding guide • Planned, shot and edited general interest videos on Adobe Premiere and After Effects • Worked with all sections of paper to develop unique web and Snapchat content weekly • Assigned stories and reviewed work for more than twenty videographers

### Goodman Manufacturing

Marketing Summer Intern • Summer 2016 • Houston, TX

Collaborated with web, print and public relations teams to create brochures, videos and other media using Adobe After Effects, InDesign, and Premiere

## philanthropy

### OttoTHON

Executive Board: Community Relations and Videographer • Spring, Summer and Fall 2017 • SU  
Played leadership role in planning and executing the largest philanthropy event at Syracuse University • Created promotional content on InDesign for a spring event and fall dance marathon • Raised more than \$159,000 for Upstate Golisano Children's Hospital (the highest amount to date) • Built relationships with community partners • Organized two 12-minute "Minithons" at Boys and Girls Club and Jewish Community Center in Syracuse

### OrangeSeeds

Executive Board: Community Relations • Fall 2015 - Spring 2018 • Syracuse University

Arranged eight service opportunities with local non-profit groups • Planned and led a city bus tour to highlight community needs and program opportunities • Oversaw community outreach efforts with 12 nonprofit partners in planning the largest day of community service at Syracuse University

## social and community development

### Inclusive Employment

Workshop Director • Spring 2018 • Syracuse, NY

Developed and taught professional workshop for 12 students with intellectual and developmental disabilities to improve job search and interviewing skills • Worked with students to build resumes • Produced video cover letters and professional headshots • Created LinkedIn profiles for the students

### Center for Community Alternatives

Re-integrative Services Public Relations Intern • Spring 2017 • Syracuse, NY

Planned a Facebook marketing campaign to promote community wide job fair • Used Adobe Illustrator and InDesign to create graphic elements for posters, Facebook and organization website • Analyzed data to evaluate program effectiveness • Provided one-on-one evaluation of service needs with formerly incarcerated clients

### Katy Independent School District

Work Based Learning Job Coach • Summer 2018 - Present • Katy, TX

Lead a class of students with intellectual and developmental disabilities teaching life and job skills • Accompany and mentor students in daily work assignments in the community

### PALS Programs

Camp Counselor • Summer 2016, 2017, 2018, ongoing support

Paired one-on-one with an adult with Down syndrome • Assist with daily tasks • Lead activities for campers • Continuing working with PALS executive board to develop a pilot program expanding camp to new areas