

Amanda Caffey

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amandacaffey.com

Skills

Adobe Creative Suite
Microsoft Office Suite
CMS, SEO, UI/UX
HTML, CSS, Bootstrap
Data Analysis
Paid Social

Facebook
Instagram
Twitter
TikTok
YouTube

Education

Syracuse University

Class of 2018

S.I. Newhouse School of Public
Communication:
Bachelor of Science: Broadcast
and Digital Journalism

Maxwell School of Citizenship
and Public Affairs:
Bachelor of Arts: Citizenship
and Civic Engagement

Google UI/UX

Certification

March 2023

Awards

Rookie of the Year
Houston Texans, 2021

Recognized for exceeding
organizational expectations
and strong teamwork skills

Innovation Award
Houston Business Journal,
2021

Recognized for creating
innovative opportunities to
satisfy new demands

Experience

Houston Texans / Digital Media Producer

APRIL 2021 - PRESENT, HOUSTON, TX

- Managed HoustonTexans.com and the Houston Texans App landing page and experience creation, maintenance and updates
- Fulfilled sponsor's contractual obligations on digital platforms
- Managed Emplifi (social analytics platform) with tagging system, dashboard creation/monitoring and serviced requests benefiting the digital/social team, marketing team and corporate development team
- Responsible for extracting, organizing and storytelling analytical payoff on digital assets (HoustonTexans.com, Houston Texans App, YouTube)
- Strategized the Houston Texans App push notification schedule
- Lead the fan-facing side of daily live press conferences and weekly live shows (posted on YouTube, Houston Texans App, Twitter, Facebook)
- Managed Houston Texans YouTube platform with scheduling, analysis and strategy
- Maintained relationships with vendors and researched innovative opportunities
- Managed the full-time Digital Media Intern

Houston Texans / Digital Media Coordinator

APRIL 2020 - APRIL 2021, HOUSTON, TX

- Overhauled the Texans YouTube channel, reaching over 1.4 million views and 19 million impressions in six months
- Strategize daily marketing and corporate content on all Houston Texans social platforms, accumulating more than 20 million visits annually
- Brainstormed and executed innovative digital solutions to fulfill contractual sponsorship obligations that could not be met otherwise during the pandemic

Houston Texans / Digital Media Intern

MAY 2019 - APRIL 2020, HOUSTON, TX

- Established #TexansCare Tuesday, sharing and covering all community events
- Developed inaugural Digital Report Card analyzing all digital and social analytics from current and past years
- Analyzed weekly, monthly and yearly analytics on all digital and social content
- Update and design webpages on HoustonTexans.com
- Assist in designing the Houston Texans app

USA Today Sports / Freelance Data Analyst

JANUARY 2018 - DECEMBER 2018, REMOTE

- Filed open records requests with all public university athletic programs
- Analyzed NCAA financial data for anomalies in data to support investigations

Now This Media / Freelance Video Producer

DECEMBER 2017 - JANUARY 2018, 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