

# amanda caffey

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## skills

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

## Camera Equipment

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

## Media

Facebook  
Instagram  
Snapchat  
Slack

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

## education

### Syracuse University

May 2018  
S.I. Newhouse  
School of Public  
Communications;  
Maxwell School of  
Citizenship and  
Public Affairs

Bachelors of Science:  
Broadcast and  
Digital Journalism;  
Citizenship and Civic  
Engagement

GPA 3.757  
Dean's List

## experience

### USA Today Sports

Freelance Data Analyst • Spring 2018 - Present  
Filled open records requests for university athletics programs • Input data • Analyzed data in Excel •  
Looked for stories within data

### NowThis Media

Freelance Video Producer • Winter 2017 • New York, NY  
Worked with multiple teams scripting and producing videos to be posted on Facebook and the NowThis  
website • Created more than 30 readable videos

### The Daily Orange

Video Editor • Spring 2016 - Fall 2017 • Syracuse University  
Planned, shot and edited videos on Adobe Premiere and After Effects • Worked with all sections of paper  
to produce multiple videos a week • Developed unique web content weekly • Managed a group of more  
than twenty contributing videographers

### Center for Community Alternatives

Re-integrative Service Intern • Spring 2017 • Syracuse, NY  
Analyzed data on formerly incarcerated clients in Syracuse to improve programs • Shadowed case  
screenings with clients • Planned a Facebook marketing campaign to promote city wide job fair • Used  
Adobe Illustrator and InDesign to create graphic elements for posters, Facebook and the website

### Goodman Manufacturing

Marketing Summer Intern • Summer 2016 Houston, TX  
Collaborated with web, print and public relations teams to create brochures, videos, etc. on Adobe After  
Effects, InDesign, and Premiere • Collaborated with interns to design a land development concept and  
presented to project to CEO and other board members

### Inclusive Employment

Workshop Director • Spring 2018 • Syracuse, NY  
Planned an employment workshop for 12 students with intellectual and developmental disabilities • Built  
resumes, shot video cover letters, took professional headshots and created LinkedIn profiles • Taught  
professional skills for job search and interviewing

### OttoTHON

Executive Board: Community Relations and Videographer • Spring, Summer and Fall 2017 • SU  
Assisted in planning the largest philanthropy event at Syracuse University • Created promotional content  
for a spring event and fall dance marathon to raise more than \$159,000 for Upstate Golisano Children's  
Hospital • Organized two 12-minute "Minithons" at Boys and Girls Club and Jewish Community Center in  
Syracuse • Produced all video content used during the 12-hour dance marathon • Managed all photo and  
video content posted on Facebook, Instagram, Twitter and YouTube during and after event

### OrangeSeeds

Executive Board: Community Relations • Fall 2015 - Spring 2018  
Led selective interview process • Arranged eight service opportunities and bus tour • Mentored two  
members • Collaborated with 23 students to organize the largest day of service at Syracuse University •  
Supervised team of seven people in arranging the community partners for the event

### Camp PALS

Counselor • Summer 2016, 2017  
Paired one-on-one with adult with Down syndrome for one week • Assisted camper's daily tasks • Lead  
activities for campers • Directing a pilot program in San Antonio, TX

### University 100

Campus Tour Guide and Ambassador • Spring 2016 - Spring 2018  
Memorized university facts and figures • Served as a campus ambassador and resource person • Gave  
weekly tours to prospective families at SU • Spoke with groups and people one-on-one