

AJ Lauderbach

EXPERIENCE

Social Media Contractor

Indianapolis Pickleball Club | August 2024 – Present

- Created graphics for use in social media posts to boost engagement and draw in potential customers
- Filmed, edited, and uploaded videos to the club's YouTube channel in order to demonstrate the club's values and reach a wider audience
- Increased YouTube channel viewership by an average of 650%

Team Leader

Butler University EPICS Program | August 2023 – December 2023

- Managed team of six persons to redesign Butler University's EPICS program website
- Exercised knowledge of HTML code in revising over 90 different webpages to reformat information, remove unnecessary elements, and update aesthetics

Camera Operator

Great Lakes Loons | May 2023 – August 2023

- Operated video cameras to capture footage of the Great Lakes Loons' baseball games to be broadcast on TV
- Managed video switcher to translate raw camera feed into TV-ready footage, complete with computer graphics and transitions between camera angles

Video and Audio Editor

First United Methodist Church | June 2021 – October 2021

- Edited high-quality weekly announcement videos to be shown to the congregation by stitching together video clips and normalizing audio for seamless transitions
- Produced weekly podcast episodes to be aired on the church's website and increase accessibility
- Livestreamed weekly church services to Facebook to reach a wider audience and boost viewership

CONTACT

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SKILLS

- Adobe Suite (Photoshop, Premiere, Audition, After Effects, Illustrator)
- Canva
- HTML
- CSS
- JavaScript
- Blender
- Unreal Engine
- Windows OS
- Mac OS

LEADERSHIP EXPERIENCE

Vice President

Butler University Pickleball Club | August 2023 – December 2024

- Organized biweekly club meetings through gathering supplies and welcoming members to the practices
- Reserved pickleball courts to facilitate play time

EDUCATION

BA in Creative Media and Entertainment

Butler University | 3.7 GPA | August 2020 – December 2024

- 2024: Graduated from Honors Program with High Distinction
- 2021: Dean's List

Minor in Computer Science

Butler University | August 2023 – December 2024