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# CHANDRA REED

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## OBJECTIVE

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Creative, detail-oriented communications professional with a Master's in Communications, experienced in cross-platform storytelling, campaign development, and producing meaningful, brand-aligned content.

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## SKILLS

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Adobe Creative Suite  
Social Media Strategy  
Copy Editing  
Canva

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## EXPERIENCE

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### **GENERATION SPORT, SOCIAL MEDIA MANAGER AND COMMUNITY ENGAGEMENT COORDINATOR** MAY 2025 - PRESENT

Developed and executed multi-platform digital marketing strategies, producing original social content that showcased brand events, athletes, and partnerships. Led community-building efforts through events, collaborations, and giveaways while managing social calendars, brand voice, and audience engagement. Collaborated across teams to elevate campaigns and analyze performance for continuous improvement.

### **ACADEMY OF ART UNIVERSITY, SPORTS INFORMATION COMMUNICATIONS & MEDIA ASSISTANT**

Aug 2023 - May 2025

Assisted in creating game-day coverage, press releases, and post-event features across various sports while supporting digital campaigns that highlighted student-athletes and university events. Managed internal communications and collaborated with video, social, and creative teams. Built strong attention to detail through real-time stats tracking and tight deadlines, consistently working evenings and weekends to meet athletic coverage needs.

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## EDUCATION

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### **MA – COMMUNICATION & MEDIA**

Academy of Art University

May 2025

Student-Athlete, Outstanding Student Award, 3.5 GPA

### **BA – COMMUNICATION & MEDIA**

Univ. of Texas Permian Basin

Student-Athlete, 3.0 GPA

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