

Avery Meder

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[LinkedIn](#) | [Portfolio](#) | [Gondola](#)

EDUCATION

AUBURN UNIVERSITY

B.A. Public Relations

Graduation Date: May 2024

HARBERT COLLEGE OF BUSINESS

Business Minor

May 2023 - August 2023; Milan, Italy & Madrid, Spain

EXPERIENCE

Social Media Fellow / Tennessee Titans

JUNE 2025 - PRESENT; NASHVILLE, TN

- Ideate and execute social content across multiple Tennessee Titans accounts, including @Titans, @TitansInTheCommunity, @TitansCheer, @NissanStadium, and @Titans_TRac.
- Edit high-performing video content in Adobe Premiere Pro, including the Tiny Mic series generating 10M+ views across platforms.
- Manage @TitansCheer Instagram and TikTok, driving 1,700% audience growth through strategic, trend-driven content.
- Run @Titans Instagram on away game days, owning real-time content selection, captions, and posting across feed and stories.
- Capture live game-day content from the sidelines, including player arrivals, warmups, and in-game moments.
- Collaborate directly with players and serve as liaison between social and community teams, managing real-time coverage for @TitansInTheCommunity.

Social Media & Branding Assistant / Auburn Football

AUGUST 2024 - PRESENT; AUBURN, AL

- Oversee gameday social media coverage and caption creation on Instagram, X, TikTok, and Facebook for Auburn Football.
- Generated content that has reached over 8 million viewers across platforms.
- Capture live behind-the-scenes footage and assist with Instagram story content.
- Record and edit player interviews and in-game highlights using Adobe Premiere.
- Organize in-game clips in BOX for postgame structure and efficient video management.

Lead Social Media Intern / Auburn Athletics

AUGUST 2023 - MAY 2024; AUBURN, AL

- Manage the official Auburn Tigers social media accounts.
- Generated content that has reached over 12 million viewers across platforms.
- Lead live event coverage on Instagram Stories, enhancing fan interaction and amplifying game day excitement.
- Create and manage content for College GameDay and SECNation broadcasts..
- Ensure a consistent brand voice and visual identity that aligns with Auburn University's values and messaging for all athletics.

Lead Marketing Intern / Auburn Tennis

JANUARY 2023 - MAY 2023, AUBURN, AL

- Led a team of marketing interns to coordinate marketing campaigns for home matches.
- Collaborated with internal team and external partners to create promotional events.
- Boosted student attendance by 50% through strategic giveaways and free merchandise.
- Public announced home matches.

Marketing & Fan Experience Intern / Auburn Athletics

AUGUST 2022 - MAY 2023, AUBURN, AL

- Executed game day promotions and fan engagement activities, representing Auburn University with professionalism and enthusiasm.
- Implemented targeted marketing campaigns to boost ticket sales and increase awareness of Auburn Athletics.

RELATED SKILLS

Adobe Photoshop
Adobe Premier
Meta Business Suite
X LiveCut
Capcut

