

Avery Meder

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EDUCATION

AUBURN UNIVERSITY
B.A. Public Relations, Business Minor
Graduation Date: May 2024

EXPERIENCE

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, boosting audience interaction.
Design custom graphics in Adobe Photoshop to maintain brand consistency.
Record and edit player interviews and in-game highlights using Adobe Premiere.
Collaborate with the creative team to craft compelling game narratives for social media, tailoring content for platform-specific engagement.
Organize and archive 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 (TikTok, Instagram, YouTube, X, and Facebook).
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.
Develop and implement data-driven social media strategies, tracking key performance metrics to optimize engagement.
Ensure a consistent brand voice and visual identity that aligns with Auburn University's values and messaging for all athletics.

Harbert College of Business - Study Abroad
MAY 2023 - AUGUST 2023, MILAN, ITALY; MADRID, SPAIN

Obtained a Business Minor, further solidifying understanding of core business principles and practices.
Gained a global perspective on business strategies, cultural dynamics, and market practices.

Lead Marketing Intern / Auburn Tennis
JANUARY 2023 - MAY 2023, AUBURN, AL

Led a team of marketing interns to coordinate and implement 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.
Engaged with fans and attendees, fostering a positive game day atmosphere and enhancing brand loyalty.

RELATED SKILLS

Adobe Photoshop
Adobe Premier
Meta Business Suite
X LiveCut
Capcut
Gif Creation

