

KELLI ALDERSON

SPORTS MEDIA | CREATIVE CONTENT | LIVE PRODUCTION

CONTACT

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EDUCATION

Pennsylvania State University
B.A., Digital Media Journalism
Expected December 2026

Chartiers-Houston High School
Diploma, Aug. 2020 - June 2023
GPA: 4.06 | Graduated in Three Years

CERTIFICATION

FAA Part 107 Certified Remote Pilot

SKILLS

ADOBE CREATIVE CLOUD

Premiere Pro
After Effects
Photoshop
Lightroom
Media Encoder
InDesign
Illustrator
Audition

CONTENT & MARKETING

Editing
Lighting
Professional Camera Systems
Drone Operation
Short-Form and Long-Form Video
Content
Digital Marketing Initiatives
Project Management

PROFESSIONAL SUMMARY

Versatile content creator and production professional specializing in videography, photography, live event production, social media content, and digital storytelling. Adept at collaborating with cross-department creative teams to deliver high-quality content for social media platforms, in-venue presentation, and broadcast.

CORE COMPETENCIES

Videography | Photography | Live Event Production | Post-Production | Editing | Broadcast & Scoreboard Operations | Game-Day Operations | Motion Graphics | Graphic Design | Social Media | Digital Storytelling | Brand Development | Fan Engagement | Creative Direction | Content Strategy

PROFESSIONAL EXPERIENCE

PITTSBURGH STEELERS

- Live Production Associate | August 2025–Present
- Scoreboard & Video Production Intern / Field Producer | May 2024–August 2025
- Operate Chyron graphics systems, Daktronics systems, Ross XPression, replay systems, and Vixi Live Capture in live production environments.
 - Execute graphics and digital content elements for scoreboard and stadium signage use during Steelers home games and Acrisure Stadium events.
 - Prepare and create graphics, video assets, statistical information, player data, and production elements for both game-day presentation and Acrisure Stadium events.
 - Troubleshoot technical and operational issues during live events to maintain continuity, accuracy, and production timing.
 - Collaborate with producers, directors, camera operators, replay personnel, engineers, and control-room staff.
 - Develop original ideas for sponsor activations, fan engagement features, and specialty content for in-stadium and digital audiences.

UNIVERSITY OF PITTSBURGH ATHLETICS — PITT STUDIOS

- Post-Production Video Assistant | August 2025–Present
- Capture and edit game coverage, practices, athlete features, interviews, recruiting campaigns, and behind-the-scenes stories.
 - Produce short-form and long-form content for Instagram, TikTok, X, YouTube, internal communications, and athletics marketing.
 - Support recruiting productions through creative planning, filming, photography, editing, asset management, and content strategy.
 - Create championship travel coverage, event recaps, athlete-focused features, and other digital storytelling projects.
 - Operate professional camera, lighting, and audio equipment during studio, venue, and on-location productions.
 - Manage post-production workflows including footage organization, editing, audio, color correction, graphics, and delivery.

PRODUCTION SYSTEMS

Chyron LyricX
Chyron Prime
Ross XPression
Daktronics Systems
Vixi Live Capture
Replay Systems
Control Room Operations
Audio Mixing

SOCIAL PLATFORMS

Instagram
TikTok
X
YouTube

SELECTED EVENTS WORKED

2026 NFL Draft
Pittsburgh Steelers Home Games
Acrisure Stadium Events (Concerts, Corporate Events, Athletic Events)
Pitt Football Home Games
ACC Championship Events
NCAA Swimming & Diving Championship
NCAA Volleyball Regional Championship

SELECTED ACHIEVEMENTS

- Content featured across NFL, ESPN, NCAA, ACC Network, Pittsburgh Steelers, and University of Pittsburgh various platforms.
- Produced multimedia content for NCAA championship and regional championship events
- Contributed in-house graphics, video assets, creative content, and live event production support for the 2026 NFL Draft
- Founded KA Visuals in 2021 to provide multimedia production, photography, videography, graphic design, and brand development services

PROFESSIONAL EXPERIENCE CONTINUED

KA VISUALS

Owner | Creative Director | Multimedia Specialist | August 2021–Present

- Founded and manage a multimedia business specializing in videography, photography, graphic design, sports media, and brand development.
- Produce highlight reels, athlete features, recruiting videos, promotional campaigns, and social media storytelling assets.
- Develop customized content strategies and digital marketing materials that strengthen visibility and brand awareness.
- Lead client communication, creative direction, project planning, production scheduling, filming, photographing, editing, revisions, and delivery.
- Serve clients including PAC Sports Network, PONY International Baseball, collegiate and high school athletic programs, individuals, and regional businesses.

UNIVERSITY OF PITTSBURGH FOOTBALL

Live Production Operator and Designer | September 2024–Present

- Serve as a primary graphics operator for Pitt Football game-day operations and live event production.
- Execute lower thirds, player identification graphics, sponsor integrations, statistical graphics, prompts, and real-time visual elements.
- Coordinate with producers, directors, and broadcast operations personnel to meet run-of-show timing and accuracy requirements.
- Create, update, test, and maintain graphics templates, databases, statistical information, and live production assets.

UNIVERSITY OF PITTSBURGH WOMEN’S BASKETBALL

Creative Content Intern | January 2024–June 2025

- Captured photo and video content during games, practices, recruiting visits, community events, and team activities.
- Developed original social media concepts supporting recruiting, fan engagement, athlete storytelling, and team branding.
- Produced platform trend specific short-form videos for Instagram, TikTok, and X.
- Edited game recaps, player highlights, interviews, features, promotional videos, and recruiting content.
- Designed graphics and motion graphics for social media, digital marketing, print materials, video productions, and internal communications.
- Delivered real-time photo and video content edits during games for immediate social media distribution.
- Collaborated with coaches, student-athletes, marketing personnel, and creative staff to maintain brand consistency.