



AVERY N SEALE

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EDUCATED

Texas Christian University - Fort Worth, Texas

Schieffer School of Journalism and Strategic Communication

Bachelor of Science, Strategic Communication, December 2013

Minor: General Business

GPA: 3.032 overall; 3.43 upper division

EXPERIENCED

TCU Roxo: Student Advertising Agency - Fort Worth, Texas

Channel Planner and Website Content Manager, Present - December 2013

- Serving as the bridge between the brand message and its target audiences for the MyRide Tarrant account
- Responsible for working with the internal Creatives and Public Relations teams to determine the most efficient media outlets for the client's needs and business, in order to increase awareness
- Managing budget allocation to various traditional media channels, as well as identifying uncharted nontraditional media and applying decision making skills for media planning
- Assessing website content and making necessary changes resulting in easier navigation for people with disabilities and increased search engine optimization
- Developing marketing collateral, such as brochures and advertisements to increase brand awareness in Tarrant County

Houston Golf Association - Houston, Texas

Tournament Site Coordinator Summer Intern, May 2013 - August 2013

- Finalized all tournament coordination with host sites, filed paperwork, managed volunteer and HGA staff responsibilities for tournament day and set up player information on the BlueGolf online database
- Handled day-of-tournament tasks: starting and scoring of players, acting as a rules official during play
- Post tournament tasks: inputting scores into BlueGolf database and contacting host sites for final payments and contract completion

Athletics Media Relations Department, Texas Christian University - Fort Worth, Texas

Media Relations Intern, November 2011 - Present

- Experience with Big 12 NCAA Division I Football, Baseball, Basketball, Soccer, Volleyball and Golf for TCU
- Utilizing skills in creative thinking to write press releases, author features to be published in game day programs, and design graphics and advertisements in awards programs, such as the Heisman Trophy, Davey O'Brien Award and Lou Groza Award, conducting interviews and updating the gofrogs.com website for player biographies, statistics, news and photo albums
- Assisting with game day jobs: press box set up and break down, running statistics to media outlets, player substitution reporting, operating web-cam live feed, conducting post-game interviews of coaches and players, and transcribing post game interviews
- Working game day jobs for various media outlets, such as the red hat position for ESPN

Passionately Rivalicious Collegiate Clothing Boutique for Women and Children - Frisco, Texas

Collegiate Correspondent Intern for TCU, January 2011 - Present

- Advertising and promoting sales for the collegiate-licensed company representing 25 NCAA universities
- Modeling for website photos and creating video shorts for the prfanshop.com website and YouTube channel
- Writing blog posts for the Press Box page on website to encourage readers to learn more about the colleges

INVOLVED

Zeta Tau Alpha sorority (August 2010 - Present)

Public Relations Student Society of America (November 2010 - December 2013)

TCU College Republicans: Elected Community Outreach Officer (August 2012 - December 2013)

SKILLED

Microsoft Office: Word, Excel, Powerpoint

Adobe Creative Suite: Photoshop, InDesign, Illustrator

Social Media: Facebook, Twitter, Instagram, Google+, Wordpress, LinkedIn

Advanced certification in EGUMPP (Electronic Grammar Usage Mechanics Proficiency Program)

Ability to work in a team and independently

Ability to communicate with clients and vendors, written and verbal

Organization of budgets and data spreadsheets

Critical thinking and problem solving