

AMY MCKENNA

CONTACT

@ acmcken@clemson.edu

🐦 @AmyCMcKenna

in www.linkedin.com/in/amycmkenna
<https://www.amycmkenna.com/>

EDUCATION

Clemson University
B.A. in Communication
Minor in Athletic Leadership

Association for Women in Sports
Media, *President*

SKILLS

- TV Production
- Photography & Videography
- Strong Knowledge of TikTok, Snapchat, Instagram, Twitter, Facebook
- Copy Editing
- Video Editing w/ Adobe Premiere Pro & Edius
- Hootsuite
- Social Studio

EXPERIENCE

2020	WCCP-FM The Roar (current employer) <i>Intern</i> <ul style="list-style-type: none">• Produce three hour radio show, answer listener phone calls, cut audio highlights from live events• Fulfilled online orders for fundraiser• Engaged with listeners at remote broadcasts• Created social content to drive more fundraising	2019	Atlanta Dream <i>Digital Media/PR Intern</i> <ul style="list-style-type: none">• Wrote game notes, ran statistics, interviewed players on-camera weekly, game operations, social media content creation
2016-20	Tigervision (student TV) <i>Social Media Manager, Anchor/Reporter, Sports Director, Producer</i> <ul style="list-style-type: none">• Created and posted content for Facebook, Instagram, and Twitter for MBB, WBB, baseball, softball and FB (2018 Cotton Bowl, 2019, 2020 CFP National Championship, ACC Tournaments) for @CUTigervision• Wrote and anchored weekly Clemson sports TV show (1/17-5/20)• Arranged credentialing for all sporting events (2/18-5/20)• Produced weekly sports show (8/16-12/16)	2019	Jay Bilas Skills Camp <i>Social Media Intern</i> <ul style="list-style-type: none">• Planned and posted content to encourage athletes to register for camp• Captured photos and videos to showcase the campers and coaches (June 7-9)• Grew following by 112 %, tweets had over 2 million impressions in one month
2019	Clemson Tigers Network <i>On-Air Contributor</i> <ul style="list-style-type: none">• Wrote and delivered a segment rotating between "Player of the Week" or "Around the ACC" on Tiger Tailgate Show - Clemson's game day radio program	2018	WCSC Live 5 News <i>Summer Intern</i> <ul style="list-style-type: none">• Shot and edited content for #1 station in Charleston, SC market• Wrote practice scripts and stories for Live5News.com• Worked NFL player camps, high school football games, and ACC Media Day
		2017	McKenna Agency, Inc. <i>Social Media Manager</i> <ul style="list-style-type: none">• Created content to engage clients and showcase employees' dedication