

EMILY TOWNER

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OVERVIEW

Student and aspiring media professional with proficient skills in Communications, Media Strategy, Graphic Design and Content Creation. Seeking a position in the field of social media or sports media.

EXPERIENCE

University of South Florida Herd of Thunder Athletic Bands – Marching & Rumble Pep Bands

Social Media Coordinator | March 2023 - Present

- Manage and grow multiple social media accounts by producing high-performing content, including posts exceeding 1M+ views, and a 187% follower growth while holding the position.
- Create digital assets (graphics/photos/videos) in compliance with athletics/university branding, while capturing and editing game-day coverage, behind-the-scenes footage, and student interviews.
- Collaborate closely with the Media Director and Athletic Band Director to maintain real-time updates across multiple platforms during practices and game days.

Band Captain | April 2025 - Present

- Oversees and leads the entire Leadership Team.
- Assists staff with administrative and miscellaneous tasks.
- Responsible for the planning, organizing, advertising, and executing the Band Banquet.

Herd of Thunder Student Association President | April 2025 - Present

- Presides over meetings, oversees organizational functions, and acts as a primary University liaison.

EDUCATION

Pasco Hernando State College 2022 - 2024 | Transfer Hours: 60 | Transfer GPA: 3.33

University of South Florida, Tampa, Florida. 2022 – Present | Overall GPA: 3.27

B.S. in Integrated P.R. & Advertising | Anticipated May 2027

SKILLS

Social Media Strategy: Social Media Management, Platform Strategy, Instagram/TikTok Analytics, Real-time event coverage & community engagement.

Content Creation: Photography & Video production, photo/video editing (Lightroom, CapCut), Graphic Design & Branded digital asset creation, Copywriting for social posts, and storytelling for social content (Interviews, game-day coverage).

Software Proficiency: Adobe Creative Suite, CapCut, Canva, and Meta Business Suite.

Leadership: Team Leadership & project coordination, public speaking, meeting facilitation, and cross-function collaboration.

Portfolio: <https://emily1188511.wixsite.com/townermedia>