



MITCH PETRIE

AWARD-WINNING STORYTELLER





CONTACT

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EDUCATION

Bachelor of Arts, Expected May 2025
News Media, Sports Concentration
Marketing
University of Alabama, Tuscaloosa, AL
August 2021 - May 2025 | GPA: 3.47

SKILLS

-  Social Media Management
-  Adobe Premiere Pro
-  Adobe Photoshop
-  Adobe Illustrator
-  Google Analytics 4
-  Content Creation

SUMMARY

I am a forward-thinking creative storyteller with three years of experience in content creation, social media management, and brand compliance. I have a proven ability to create engaging content for digital channels, manage high-profile social media accounts, and execute strategic marketing campaigns.

EXPERIENCE

September 2023- Present
University Recreation- Tuscaloosa, AL

● **Graphic Designer/Marketing Specialist**

I create various forms of multimedia content for digital and print distribution across eight different departments while ensuring compliance with the University of Alabama's brand guidelines. I received the "outside-the-box" award for creating unique and engaging content. I am responsible for creating, shooting, editing, and posting 2-3 social media videos per week using Premiere Pro and Sprout Social.

May 2024- August 2024
Tennessee Golf Association- Franklin, TN

● **PJ Boatwright Jr. Marketing and Communications Intern**

I delivered multimedia coverage and marketing materials including graphics, videos, and written recaps throughout 11 different championship tournaments. I created weekly content plans to ensure proper promotion during tournament and non-tournament weeks alike. I focused on maintaining strong communication with over 40,000 TGA members through bimonthly E-Revisions and managing social media accounts totaling over 60,000 followers. I used Adobe products like Photoshop, Premiere Pro, and Illustrator to assist in content creation.