

Mitch Petrie

mpetrie@crimson.ua.edu
(615)-906-7210

<https://www.linkedin.com/in/mitch-petrie/>
www.mitchpetrie.com

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

Graphic Designer/Marketing Team Member

University Recreation- University of Alabama, Tuscaloosa, AL, September 2023 - Present

- Create multimedia content for 8 different departments within University Recreation (URec)
- Respond to marketing requests promptly, consulting with clients throughout the process of designing
- Responsible for creating, shooting, editing, and posting 2-3 social media videos per week
- Created over 50 graphics for social media, digital signage, and posters
- Ensure all marketing requests comply with the University of Alabama's strict brand standards and guidelines

Pj Boatwright Jr. Marketing and Communications Intern

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

- Delivered multimedia coverage and marketing throughout 11 different championship tournaments
- Developed weekly content plans to ensure proper social media promotion on tournament and non-tournament weeks alike
- Managed social media accounts with over 60,000 followers across platforms
- Published bimonthly E-Revisions to the 40,000+ TGA members containing important information, member benefits, and championship coverage

Outside Operations Specialist

Towhee Club, Spring Hill, TN, May 2023 - August 2023

- Trusted with making sure golf carts were clean, charged, and organized every day
- Maintained cleanliness in and around the driving range and outside of the clubhouse
- Collaborated with other staff members to ensure efficient operation of the course for the 200 daily golfers
- Served as a Caddie in two different USGA Qualifiers and helped with the operation of 15 different tournaments
- Oversaw golf course tournaments to ensure member satisfaction and participation

EDUCATION

Bachelor of Arts, Expected May 2025

Major: News Media, Sports Concentration

Major: Marketing

The University of Alabama, Tuscaloosa, AL

3.4 Cumulative GPA

SKILLS

Skills: Premiere Pro, Illustrator, Photoshop, Google Analytics 4, Social Media Management, Content Creation, Photography, Videography, Video Editing