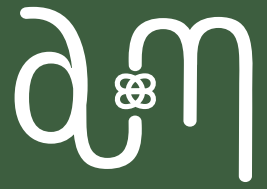


# AINSLEY MCGINN

Team Lead Assistant Sports Information - Methodist University



## EXPERIENCE

### **Team Lead Assistant — Methodist University**

**August 2024 - May 2025:**

- Curated social media posts for Instagram
- Photographed multiple games for Women's Soccer, Men's Soccer, Volleyball, and Men's Basketball
- Ran successful media days for various sports
- Successful implementation of Athlete of the Week Instagram posts
- Career accolade social media posts for Instagram
- Efficiently used Photoshop and Lightroom

### **Brand Ambassador — Alpha Sigma Alpha — Remote**

**January 2024 - December 2024:**

- Curated social media posts for Instagram, TikTok, etc.
- Created blog posts and graphics for Alpha Sigma Alpha Blog and LinkedIn
- Used Asana and worked with a team to brainstorm and create content for social media platforms
- Successfully used brand guidelines in all content and media
- Efficiently used Illustrator, Photoshop, and After Effects

### **Graphic Design Intern — Firefli**

**July 2024 - August 2024:**

- Created social media posts and graphics for clientele for Instagram, Facebook, and LinkedIn

### **Sports Information Intern — Methodist University**

**January 2024 - May 2024:**

- Created social media templates and graphics for specific teams: Women's Lacrosse, Men's Lacrosse, Men's Tennis, Women's Tennis
- Photographed sports teams: Women's Soccer, Men's Tennis
- Managed home games: Men's Baseball, Men's Lacrosse: Working scoreboard, music, and calling statistics
- Helped manage and plan content and collaborations for social media platforms
- Efficiently used Illustrator and Photoshop

## EDUCATION

### **Methodist University, Fayetteville, NC:**

Bachelors of Fine Arts in Graphic Design  
Minors in Marketing and Content Creation  
3.9 on a 4.0 scale

### **North Cross School, Roanoke, VA:**

High School Diploma

## EXTRACURRICULARS

### **Methodist University Athletics**

**2021 - 2025:**

#### **NCAA DIII Women's Lacrosse Team**

Female Scholar Athlete of the Year  
IWLCIA Academic Honor Roll  
USA South All Academic with Distinction  
2024 Regular Season Champions  
2025 First Team All-Conference USA South Defender

#### **NCAA DIII Women's Cross Country Team**

Most Improved Runner  
USA South All Academic with Distinction

### **Methodist University Greek Life**

**2021 - 2025**

Alpha Sigma Alpha VP of Membership  
Education, Scholarship Chairman, and Parliamentarian

### **Phi Kappa Phi Honors Society**

### **North Cross School**

**2016-2020**

#### **Varsity Girls Lacrosse**

Honorable Mention

## CONTACT

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Email: ainsleybit@gmail.com

Portfolio: [www.ainsleymcginns.com](http://www.ainsleymcginns.com)

## **Football Graphic Design Assistant — Methodist University**

**August 2023 - December 2023:**

- Created social media content: 24-Hour posts, Gameday posts, Conference accolades, and Coaches graphics
- Photographed all home games and used photos in social media graphics
- Worked with coaches to help create content
- Efficiently used Illustrator, Photoshop, and After Effects

## **SKILLS**

Proficient use in Social Media, Social Media Marketing Digital Marketing, Branded Marketing, Sports Media, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Photography, Communication, and Time Management

## **CERTIFICATES**

Stukent Brand Management Simternship, Stukent Social Media Marketing Simternship, Google Search Ads Certificate, and HubSpot Digital Advertising Certification

