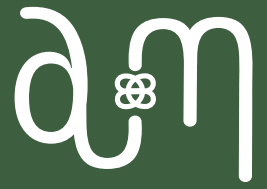


AINSLEY MCGINN

Team Lead Assistant Sports Information - Methodist University



EXPERIENCE

Team Lead Assistant — Methodist University

August 2024 - Present:

- Curate social media posts for Instagram
- Photograph multiple games for Women's Soccer, Men's Soccer, Volleyball, and Men's Basketball
- Run successful media days for various sports
- Successful implementation of Athlete of the Week Instagram posts
- Career accolade social media posts for Instagram
- Efficient use of 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:

Spring 2025 Graduate

Bachelors of Art in Graphic Design

Minors in Marketing and Content Creation

3.9 on a 4.0 scale

North Cross School, Roanoke, VA:

High School Diploma 2020

EXTRACURRICULARS

Methodist University Athletics

2021 - Present:

NCAA DIII Women's Lacrosse Team

Female Scholar Athlete of the Year

IWLCA Academic Honor Roll

USA South All Academic with Distinction

2024 Regular Season Champions

NCAA DIII Women's Cross Country Team

Most Improved Runner

USA South All Academic with Distinction

Methodist University Greek Life

2021 - Present

Alpha Sigma Alpha VP of Membership

Education, Scholarship Chairman, and

Parliamentarian

North Cross School

2016-2020

Varsity Girls Lacrosse

Honorable Mention

Varsity Girls Field Hockey

Honorable Mention

CONTACT

Phone: (540)519-6445

Email: ainsleybit@gmail.com

Portfolio: 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

Profficient use in Social Media, Social Media Marketing Digital Marketing, Branded Marketing, Sports Media, Illustrator, Photoshop, InDesign, After Effects, Premier 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

