



# KELSEY HAGAN

## WORK EXPERIENCE

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2021 - Present

### **IMG Academy**

*Senior Video Producer | Bradenton, Fla.*

- Lead production of feature stories from concept to delivery
- Act as creative director, producer, production coordinator, camera operator, interviewer, gaffer, audio engineer, editor, and colorist for produced video projects
- Manage projects with freelancers including on-campus shoots and outsourced edits
- Create and maintain strategy for YouTube content
- Collaborate with marketing and sponsorship teams to ideate content that aligns with the brand and business partners
- Build meaningful relationships with coaches, student-athletes and support staff

2023

### **NCAA Volleyball**

*Freelance Videographer - 2023 NCAA Championship*

- Captured footage during the tournament in Tampa, Florida
- Edited the cinematic recap for the Semifinal match between Texas-Wisconsin, media day shoots reels along with other deliverables
- Assisted in generating over 3.7 million views across all platforms
- Collaborated with members of the social and video teams

2019 - 2021

### **Clemson Athletics**

*GA for Athletic Communications | Clemson, S.C.*

- Created 344 videos that have generated over 784,000 views between Twitter and Instagram
- Generated over 5.8 million impressions on Twitter
- Grew the men's and women's tennis Instagram account followings by over 50 percent
- Planned, facilitated and executed video shoots
- Traveled with volleyball and women's basketball teams as team videographer and photographer
- Identified storylines within programs
- Created unique content via social media, web and print mediums

2018 - 2019

### **Southern Collegiate Athletic Conference**

*Director of New Media | Lawrenceville, Ga.*

- Created original content including graphics, motion graphics and videos
- Shot and edited player of the week and post-game interview videos
- Developed and executed social media strategy for conference social platforms
- Facilitated and managed conference events including championships and media tours

## EDUCATION

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2019 - 2021

### **Clemson University**

*Master's of Education, Human Resource Development*

2014 - 2018

### **Lasell University**

*Bachelor's of Science, Sport Management*

## INFO

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St Petersburg, FL



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## SKILLS

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### **SOFTWARE**

After Effects  
Illustrator  
InDesign  
Lightroom  
Livestats  
Photoshop  
Premiere  
Statcrew

### **TECHNICAL**

Animation  
Audio Capture/Editing  
Color  
Camera Operation  
Gimbal Operation  
Ideation  
Interviewing  
Lighting  
Photography  
Project Management  
Sound Design  
Storyboarding  
Video Editing/Production