

KELSEY HAGAN

WORK EXPERIENCE

2021 - Present **IMG Academy**

Senior Video Producer | Bradenton, Fla.

- Serve as video director during several major marketing campaigns • 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 • Generate over 8.1 million views across five major social platforms • 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 | Tampa, Fla.

- 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

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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SKILLS

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

CERTIFICATIONS

Part 107 Certified Drone Pilot