

KAYLA PRITCHETT

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EDUCATION

University of Central Florida, Orlando, FL (UCF)
Bachelor of Communications, Human Communications

Class of 2017

EXPERIENCE

Chick-Fil-A College Football Hall of Fame, Atlanta

2019-2020

Fan Experience Coordinator/Community Service Lead

- Managed building operations for an average of 500+ guests on a day-to-day basis, including box office duties, building communications, and guest services.
- Oversaw strategic media insights for social media platforms that translated to the guest experience in real time via Instagram, Twitter, and YouTube.
- Collaborated alongside the executive team on concepts and ideas that elevated the culture of the company while developing strategies that created sustainable revenue.
- Introduced a developmental program for all employees at the Hall of Fame geared towards their personal and professional growth.

Turner Broadcasting, Turner Sports

2018-2019

NCAA.com Associate Producer

- Produced, edited, & wrote highlights and features for all NCAA DI, DII, & DIII sanctioned sports on NCAA.com and all social platforms while increasing engagement & revenue-generating traffic.
- Produced on-site championship features while organizing ideation, staffing, and production for Final Four championships, FCS Championships, College World Series, and Frozen Four.

Orlando City, Orlando Pride

2017-2018

Corporate Partnerships Staff

- Implemented new income opportunities that raised money to maintain and grow revenue while meeting client goals and objectives for onsite and social campaigns.
- Identified, developed, and executed activation platforms that enhanced the external fan experience.

Student-Athlete Welfare and Development Office (SAWD), UCF

2016-2018

Project/Media Manager

- Assisted with programming, leadership and career development events for student-athletes.
- Produced videos that told the story of the SAWD office through the eyes of the student-athlete on UCF athletics sites and social platforms.

COMMUNITY SERVICE

HugLife Cares

Non-Profit designed to end hunger and homelessness.

Board Member

(2018- Present)

Uncle A.N.T.S

NFL Camp Organization for underprivileged youth.

Event/Media Coordinator

(2013- Present)

Mercury Youth Org

Youth Track and Field Organization in Atlanta.

Volunteer Coach

(2013- Present)

UCF: Knights Without Borders

University of Central Florida Athletics' international service-learning program.

Program Production Lead

(2016- 2018)

Additional Community Service Involvement:

Black Girls Run

Habitat For Humanity

GLIDE

Pack To Attack

Relay For Life

Cam Newton Foundation

Boys and Girls Club

Good Human Campaign

TECHNICAL SKILLS

Adobe Premiere

Adobe After Effects

Photoshop

Microsoft Programs