

AUDREY PFITZNER

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PROFILE

A hardworking fourth-year undergraduate student with part-time work experience and extensive knowledge and passion for Journalism. Detail oriented with excellent communication, organizational, and observational skills. Experience with interview techniques, information gathering, data and capturing multimedia elements for journalistic purposes.

EDUCATION

University of Georgia, Grady College of Journalism and Mass Communication
Bachelor of Arts in **Journalism**, minor in **Sport Management**
Certificate in **Sports Media**, Carmical Sports Media Institute
Certificate in **News Literacy**, Grady College of Journalism and Mass Communication

Cumulative GPA: 3.95
Expected Graduation **May 2025**

WORK EXPERIENCE

- University of Georgia Club Hockey | Intern Manager**

April 2024 - Present

Direct marketing efforts and coordinate teams responsible for social media, graphic design, video production, photography, merchandise and writing initiatives. Analyze analytics per platform to achieve brand success.

 - Maintain media calendar, oversee 15+ interns, head of communication and marketing, work with player board and coaches on various tasks
- University of Georgia Club Hockey | Social Media Intern**

August 2022 - Present

Put in effect various social media strategies that align with the goals and aspirations of UGA Hockey. Capture and post engaging gameday and promotional content.

 - Collaborate with the photography, videography and graphics teams to ensure content represents the brand
- College Hockey South | Writing Intern**

December 2023 - Present

Write weekly stories and feature articles for the official College Hockey South website and social media channels.

 - Utilized interviewing and journalistic techniques
- The Oglethorpe Echo | Sports and Recreation Reporter**

August 2024 - January 2025

 - Pursue and develop newsworthy stories bi-weekly for print and digital channels
 - Take on various producer and editor roles bi-weekly, ensuring stories are ready for print and publication
 - Stay up-to-date on latest current events and happenings within the county and pursue leads

INVOLVEMENT

- Pi Beta Phi | Philanthropy Assistant**

March 2022 - January 2023

Assisted in organizing philanthropic events, including preparation of required materials and marketing both in person and on social media.

 - Helped think for ideas to advertise and gain support for Pi Beta Phi's philanthropy of "Read, Lead, Achieve"
- Association for Women in Sports Media**

September 2023 - Present

 - Networked with women in sports media through online and in-person interviews
 - Attended monthly meetings to learn about sports media opportunities/experiences