

Olivia Sayer

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EDUCATION

University of Georgia

Bachelor of Journalism

Minor, Sport Management | Certificate, Sports Media

Athens, GA

Expected: May 2026

Cumulative GPA: 3.98/4.00

RELEVANT COURSEWORK

Multiplatform Storytelling for Sports, Intro to Sport Reporting and Writing, Journalism Ethics and Diversity, Law of Mass Communication, Reporting II: Research, Data, and Documents for Reporting, Intro to Sport Management, Intro to Video Journalism, Intro to Podcasting, Media Savvy: Becoming Digitally Literate, Social Justice Journalism.

TECHNICAL SKILLS

Software: Adobe Premiere Pro, Microsoft Office, Google Workspace, Zoom, Canva, CapCut, iMovie, TinEye Reverse Image Search, BLOX Content Management System, Mailchimp, WordPress, Adobe Audition

Equipment: Canon EOS R100, Wireless lavalier microphones, Camera-compatible tripod

MULTIMEDIA EXPERIENCE

247 Sports, *Dawgs247 Beat Reporter* | Athens, GA

January 2025 - Present

- Write 20-25 articles per month on primarily Georgia baseball with other sports mixed in.
- Post to the message board 500-700 times per month.
- Provide live coverage of Georgia baseball through social media and on the message board.
- Join Dawgs247's podcast and other radio shows, when necessary, to discuss Georgia baseball.
- Cover events such as Georgia football's Pro Day and the SEC Softball Tournament, which includes conducting interviews, writing a story on potential draftees and providing updates with multimedia elements on social media.

The Steve Spurrier Awards, *Content Creator* | Remote

December 2024 – March 2025

- Wrote four press releases for publish on the Steve Spurrier Awards website.
- Managed social media accounts (Twitter/X, Instagram and Facebook) for the Steve Spurrier Awards.
- Partly managed Twitter/X for the Football Writers Association of America.
- Created a content plan specific to followers of the award.
- Cold called and interviewed college football legends such as Phillip Fulmer, Shane Beamer and Steve Spurrier.

The Red & Black, *Digital Sports Editor* | Athens, GA

August 2024 – December 2024

- Edited 2-5 articles daily from 10-15 contributors for proper AP style, grammar and sentence structure.
- Verified work aligned with The Red & Black's ethical standards outlined in the company's handbook.
- Filled in content for newsletter that runs twice a week using Mailchimp.
- Assisted in leading a weekly sports desk meeting/presentation with contributors and staff.
- Joined three episodes of the sports podcast to discuss Georgia football's games against Auburn and Texas.

The Red & Black, *Sports Contributor* | Athens, GA

November 2022 – December 2024

- Received first place for the best sports story from the Georgia College Press Awards.
- Recommended for editorial position after two semesters as solely a contributor.
- Pitched and wrote 3-5 articles weekly, including game stories, sidebars and features for a variety of sports teams.
- Utilized social media (Twitter/X @OliviaKSayer) to share team news and provide live updates of athletic events.
- Joined three episodes of The Buck Belue Show and one episode of The Bill Shanks Show to discuss coverage.
- Scheduled and conducted interviews with Rams general manager Les Snead, Paul Johnson, Barry Switzer, Mark Richt, Phillip Fulmer and others.

The Red & Black, *Assistant Sports Editor* | Athens, GA

May 2024 - August 2024

- Pitched stories involving multimedia elements to the editor in chief.
- Assisted in monthly paper production.
- Uploaded content to BLOX Content Management System.

The Covington News, Magazine Writer Intern | Covington, GA February 2024 – July 2024

- Produced five community-related stories, including business profiles and student features.
- Used verbal and written communication to schedule and conduct interviews with the public.

680 The Fan, Programming and Digital Intern | Atlanta, GA May 2024 – August 2024

- Wrote four articles about the Atlanta Braves for publication on the company's website.
- Created 2-3 weekly show outlines incorporating discussion topics, teasers and research-driven information.
- Participated in weekly pitch meetings to discuss goals and content for the company's social media platforms.
- Crafted 1-3 social media posts every week, including interviewing members of the public on camera.
- Worked in the control room three days a week during the filming of Chuck and Chernoff.

PROJECT EXPERIENCE

University of Georgia Georgettes, Social Media Team May 2024 – April 2025

- Created a uniquely targeted social media plan to be executed primarily through Instagram and Facebook.
- Increased brand awareness by almost 2,000 followers on Instagram within 90 days.
- Pitched and created 1-2 weekly posts with captions using Canon EOS R100, Adobe Premiere Pro and Canva.

Pickleball Club at UGA, Tournament Social Media Team March 2024

- Collaborated with the Pickleball Club at UGA to produce content during its tournament.
- Filmed mic'd ups, game footage and interviews for the club to post on social media.

Video Journalism Course, Multimedia Reporter January 2024 – May 2024

- Wrote a script using the two-column format for two video stories about sports-related topics.
- Filmed b-roll, interviews and voice over using Canon EOS R100 and wireless lavalier microphones.
- Edited 1-3-minute packages using Adobe Premiere Pro.

ADDITIONAL WORK EXPERIENCE

Grady Newsource, Social Justice Reporter | Athens, GA January 2025 – April 2025

- Produced three social justice-related stories for Grady Newsource.
- Included video elements, such as video, audio, photo and graphics in the stories.
- Scheduled and conducted an interview with Carol Hutchins, the winningest softball coach in NCAA history.

Grady Newsource Broadcast, Volunteer | Athens, GA May 2024

- Ran the prompter for pre-recorded and student-produced sports broadcast.
- Assisted in communications from the control room to the floor.

Georgia Bulldogs Sport Marketing, Promotions Intern | Athens, GA February 2024 – May 2024

- Researched promotional trends in athletics using Google's advanced search tool and modifiers.
- Pitched ways the University of Georgia could adapt these trends to fit its needs weekly in an office setting.
- Volunteered at six home athletic events: Assisted with set-up and takedown, interacted with the public in a professional manner and managed in-game promotional opportunities.

INVOLVEMENT EXPERIENCE

Sports Business Club August 2022 – Present

- Network with industry professionals by attending general body meetings and events.

UGA Wesley Foundation January 2023 – Present

- Build community through weekly worship services.

Dawgs for Diabetes February 2024 – Present

- Interact with other students living with Type 1 Diabetes and participate in community outreach events.