

SKYLAR PROCTOR

STRATEGIC COMMUNICATION MAJOR

CONTACT

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📍 322 Dunn str, Chesapeake, Virginia 23320

SKILLS

- Sports Marketing & Media
- Content Creation & Video Editing
- Social Media Management
- Copywriting & Promotional Materials
- Adobe Creative Suite (Photoshop, Premiere Pro)
- Microsoft Excel & PowerPoint
- Strong Communication & Team Collaboration

EDUCATION

Old Dominion University (ODU) | Bachelor of Science in Strategic Communication

Perry Honors College Student |
Expected Graduation: May 2028

Oscar Smith High School | Early Graduate (2021-2024)

International Baccalaureate (IB)
Student (IB Biology, IB Visual Arts)

Advanced Placement (AP) Courses: AP
European History, AP Government, AP
US History, AP Statistics, AP
Environmental Science, AP Psychology

PROFILE

Strategic Communication major with experience in sports media, marketing, and content creation. Passionate about leveraging digital platforms to enhance fan engagement and brand storytelling. Skilled in video production, social media management, and creative content development. Adept at working in fast-paced sports environments with a strong attention to detail and teamwork mindset.

EXTRACURRICULARS

Job Experience

Official Creative Intern | ODU Sports | 2024 - Present

- Created graphics, videos, and promotional content for social media platforms and marketing campaigns.
- Assisted in content planning and execution for various sports events, improving audience engagement.
- Collaborated with marketing teams on storytelling strategies to enhance brand visibility.

Football Film & Media Assistant | ODU Football | 2023 - Present

- Filmed practices, games, and team events to produce highlight reels and coaching materials.
- Edited and compiled video content for promotional and recruiting purposes.
- Managed video equipment and ensured proper maintenance for optimal performance.

Cheer Coach | YMCA | 2022 - Present

- Designed and led cheer practices, focusing on skill development and choreography.
- Organized and prepared teams for competitions and performances.
- Fostered a positive and inclusive team culture to promote teamwork and leadership skills.

Volunteer Work

- It's Not Your Fault 91 - INYF
- 2014-2024
 - Domestic violence awareness
 - Aid victims into becoming survivors
 - Provide Resources

Extracurricular Activities and Leadership

- National Society of Leadership and Success (NSLS) | Treasurer - ODU Chapter
- Student Government Association | Member - Oscar Smith High School
- Varsity Cheerleading | Captain - 2021-2024
- Track & Field (400m, 200m) | Rising Star Award Winner
- Gymnastics | All-Around Champion, MVP Award Winner