

# HANNAH HALILI

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**CONTENT CREATOR • DRONE VIDEOGRAPHER • ON-CAMERA TALENT • SPORTS WRITER**

## **The Fowler Avenue Collective**

October 2023-Present

### *Creative Content Specialist*

- Apply social media strategies and maintain social media editorial calendar for social accounts with 3k followers with top content reaching over 60k views in total.
- On-Camera talent and content creator focusing on providing exclusive coverage for the Fowler Avenue Collective paid members and USF fans.
- Monitor social media engagement to understand areas to improve and stay up to date with fanbase.
- Record and edit short form video content for social media.

## **Oracle Newspaper**

June 2020 - May 2023

### *Assistant Sports Editor, Sports Staff Writer*

- Covered NCAA Division I Athletics at USF.
- Wrote 3-4 and edited 8-10 articles weekly including game reports, breaking news, and features in AP Style.
- Attended in-person press conferences and media availability.
- Communicated with sports information directors to plan and conduct interviews.
- Strategically incorporated powerful keywords make content more visible by leveraging Google search algorithms.

## **Trifecta Team PR**

December 2022 – December 2022

### *Press/Media Operations Staff*

- Assisted during bowl week as a media room host and runner.
- Aided in managing media relations, crafting press releases, coordinating interviews, and promoting brand to the public and media outlets.
- Acted as a game day press box host and runner at Raymond James Stadium.

## **Florida Focus on WEDQ (PBS Affiliate)**

August 2021 – August 2022

### *Anchor, Newsroom Reporter, Video Editor, Writer*

- Anchored evening news show that aired daily on Tampa's PBS affiliate, WEDQ, in America's 13th largest media market.
- Selected to anchor application-only collaboration between USF and WEDQ to tell impactful, solutions-based news stories that affect the Tampa Bay community.
- Wrote and shot active reporter standups and teases to elevate my packages and promote the show.
- Assembled LED lighting kit, green screen, 4K camera and teleprompter to anchor remotely.
- Used Adobe Premiere Pro to key out my green screen and edit virtual set.

## **Gemstone Media for ESPN**

July 2021 – October 2021

### *Camera Operator*

- Operated sideline cameras for live game broadcasts on ESPN+.
- Conducted show control for in house games.
- Captured capturing variety of shots during live games such as action, close-ups, and wide.
- Filmed Men's and Women's Soccer and Women's Volleyball.
- Gained knowledge of control room operations.

## **Skills**

Drone videography, DJI Air 2s, Adobe Premiere Pro, Adobe Lightroom, Panasonic AG-HMC, Canon VIXIA HF G50, BOY, Glide Gear TMP, lavalier microphones, Canon EOS RP, OBS screen recording, green screen keying, Microsoft Teams, videography, writing, Instagram, Instagram Reels, Tik Tok, influencer marketing, beat coverage, interviewing, AP Style.

## **Education**

University of South Florida (Judy Genshaft Honors College)

B.A. in Mass Communications

Member of Delta Gamma Fraternity

Digital Media Study Abroad (Czech Republic, Hungary, Austria)

Dominican Republic Health and Culture Study Abroad

## **Awards and Licenses**

Part 107 FAA License

Tampa Bay Television Endowed Scholarship

Bright Futures Scholarship