

ALLASYN LIENECK

Graphic Designer • Content Creator • Photographer

P: 813.391.7403 E: ALieneck6@gmail.com

[in linkedin.com/in/lieneckallasyn](https://www.linkedin.com/in/lieneckallasyn)

[🌐 alieneck.wixsite.com/portfolio](https://alieneck.wixsite.com/portfolio)

WORK EXPERIENCE

Aug 2021 -
Current

CONTENT MANAGER & GRAPHIC DESIGNER

University of South Florida Athletics - Tampa, FL

- Create season branding guidelines and build graphics for social content, marketing collateral, and media guides for 17 NCAA Division I teams.
- Support the sales, marketing, communications, and administrative departments by building graphics/elements when needed.
- Mentored and lead team of interns while overseeing projects and managing work loads.
- Work as team project manager to organize and prioritize the content request queue.
- Produce motion graphics for in-stadium and social content.
- Capture and edit in-game footage and photography.

Jan -
July 2021

GRAPHIC DESIGN & SOCIAL MEDIA MANAGER

Tulsa Drillers - Double-A Affiliate of the Los Angeles Dodgers - Tulsa, OK

- Developed season campaign and print/digital marketing collateral for the 2021 season.
- Built assets for each department as needed, including billboards, email marketing, flyers, CP mockups, promotional items, packaging design and more.
- Created live in-game photo and video content to use on social channels.
- Managed all team social platforms, increasing overall engagement by 28%.
- Assisted Video Production Director with in-game marketing on in-house digital channels.

Oct 2018 -
Oct 2020

DIGITAL MEDIA SPECIALIST

Toronto Blue Jays Spring Training/Dunedin Blue Jays - Dunedin, FL

- Worked alongside creative team to build marketing materials and merchandise for Spring Training (program, pocket schedule, season tickets, etc.).
- Designed and built campaign and marketing collateral for the Dunedin Blue Jays.
- Built, created assets and managed upkeep of team website (dunedinbluejays.com).
- Shot, edited and cataloged Spring Training and Dunedin Blue Jays game day and event photography.
- Utilized and built assets for Tripleplay platform for digital signage on game days.
- Constructed decks and asset mock-ups to be presented to corporate partners.

Dec 2016 -
Oct 2018

GRAPHIC DESIGN & GAME DAY OPERATIONS COORDINATOR

Toronto Blue Jays Spring Training/Dunedin Blue Jays - Dunedin, FL

EDUCATION

Florida Southern College

Bachelor of Science, Sports Management;
Sports Communications & Marketing

St. Petersburg College

Certificate, Digital Graphics

SKILLS

- Adobe Creative Suite
 - Photoshop
 - Lightroom
 - InDesign
 - Illustrator
 - Premiere Pro
 - After Effects
- Photography/Videography
- Digital Art
- Web Design
- Project Management
- Social Media Management
- Microsoft Office