

MaryKate Walling

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Education

Iowa State University Ames, IA

Masters of Journalism and Mass Communication 4+1 degree program Anticipated Graduation December 2024

B.S. Communication Studies and Journalism, Minor in Political Science May 2023

Graduate Assistant at Iowa State University | Ames Iowa Fall 2024

Professional Summary:

Dedicated sports videographer with over four years of experience in video production, editing, and social media branding. Since the end of the 2020 season, I have been a vital member of the Iowa State University Football creative media team, progressing to a lead role among student workers. With my experience, I have been given the opportunity to video the Iowa State mens and women's basketball team as well. My expertise includes creating highlight reels, promotional videos, and interactive social media content that fosters fan engagement and strengthens team branding while boosting the media presence of team culture.

Work Experience

Iowa State Athletics | Football Creative Media Team | Ames, Iowa 2020 - Present

Student Videographer

- Captured compelling footage of home and away games, Big 12 Pro Days, NFL Draft Parties, and team practices to highlight key moments and team culture.
- Conceptualized and executed social media branding strategies, producing interactive videos that showcased behind-the-scenes content, player personalities, and fan-centric storytelling.
- Produced highlight reels for players and coaches, emphasizing season-long performance and talent for recruiting purposes and team promotion.
- Took on a leadership role, mentoring and guiding student workers to meet organizational goals and enhance the overall quality of team projects.
- Adapted to diverse work environments, refining skills in video shooting, editing, and collaborative media production across multiple seasons.
- Created interactive social media videos that allowed fans to connect with players, fostering a sense of community and boosting team culture.

Key Skills

Videography & Editing: Proficient in Adobe Premiere Pro with some experience with Photoshop to create content.

Social Media Branding: Skilled in designing engaging content for various platforms to enhance team visibility and fan interaction.

Collaboration & Leadership: Experienced in leading teams and coordinating with multiple departments to execute creative projects effectively. Progressed to a leadership role among student workers, showcasing adaptability and a commitment to mentorship.

Fast-Paced Execution: Thrives in high-pressure settings, delivering quality footage and edits under tight deadlines.

