

Alex Albert

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QUALIFICATIONS

High-achieving, responsible student-athlete with an exemplary work ethic. Self-motivated and creative problem solver. Eager to learn.

Key skills include:

- **Leader/team player:** Key member of one of nations-top football and basketball programs, trusted with increasing responsibilities including team management, player branding, and creative strategy input
- **Very good with technology:** Two successful youtube channels (editing videos), professional experience making websites for small businesses, highly skilled with Adobe Creative suite and multiple kinds of high-end AV equipment
- **Good listener:** Attentive, active listener in classroom, athletic and professional settings
- **Responsible:** Consistently trusted by others to be put in leadership positions

PROFESSIONAL AND VOLUNTEER EXPERIENCE

Texas A&M Football, Content Creator, 2022 - Present

- Create compelling and high-impact graphics and video for Texas A&M recruiting, helping recruit nationally ranked classes, on average over 30 graphics, hundreds of photos, and 1-2 videos per week
- Evaluate and setup photo shoot locations for recruiting visits
- Coordinate and take professional photos of all potential student athletes during school visits, with content posted by hundreds of recruits each season generating millions impressions
- Helped manage football creative team for a 4 month period

Texas A&M Basketball, Content Creator Intern, 2021 - Present

- Make graphics and videos for the Texas A&M men's basketball team with content achieving over 1 million views throughout the 2022-2023 season
- Film and create 1 minute highlight videos after each win with content posted on social media within 12 hours of event
- Create game trailers throughout the season, helping generate fanbase enthusiasm
- Create individual player highlight videos to support their personal branding efforts

Aggie Films , Owner and Creator, 2018 - 2022

- Texas A&M sport-focused Instagram, Youtube and Twitter content platform
- Make videos and graphics about Texas A&M football and basketball using publicly-available content
- Make videos and graphics for student-athlete clients
- Thousands of followers and subscribers, tens of thousands of views across platforms

Tag Along K, Website Developer, 2016 - Present

- Develop websites for small businesses
- Interview clients, write content, create graphics, and communicate with the clients
- Clients include Ultimate Basketball Training, Dyslexic Edge, Mason So Law Firm, and SD²

Ultimate Basketball Training, Assistant Coach, 2021 - 2022

- Assistant trainer for middle schoolers

SKILLS AND CERTIFICATIONS

- Premiere Pro • Photoshop • Final Cut Pro • Squarespace • Affinity Designer • YouTube • Google Suite • Wordpress • Elementor
- Videography • Photography • Graphic Design