

# Lexi Ross

Please visit [AlexisRoss.com](http://AlexisRoss.com) to see my most recent work in the sport industry.

---

---

## EXPERIENCE

---

---

- Fox Sports Ohio** – Cleveland, Ohio March 2021 - Present  
Digital Production Assistant
- Utilize in-game highlights to create social posts during live games for Fox Sports social accounts
    - Platforms include: Twitter, Instagram, Facebook
    - Teams include: Cleveland Cavaliers, Cleveland Browns, Cleveland Indians, Cincinnati Reds, Columbus Blue Jackets
- Cleveland State University** – Cleveland, Ohio November 2020 - Present  
Assistant of Digital Marketing and Digital Content
- Shoot Photography and Videography for Cleveland State Athletics
  - Edit videos and photos using my own software
  - Come up with fresh ideas and create graphics for social and marketing efforts
- Cleveland Indians** – Cleveland, Ohio January 2020 – May 2020  
Social Media Assistant
- Assisted in coming up with daily posts for Indians social channels (Instagram, Twitter, Facebook, YouTube)
  - Utilized live in-game highlights, revived past images/videos, and created content for posts
  - Recorded live-action interactions on Instagram and Facebook stories
  - Created graphics and captions for social posts
- Bob Feller Act of Valor Award Foundation** - [actofvaloraward.org](http://actofvaloraward.org) September 2019 – March 2021  
Media Relations Manager
- Point of contact for the media on behalf of the foundation, a 501(c)(3) tax exempt organization
  - Created press releases for the media and wrote articles to highlight events for the organization
  - Managed digital marketing and website content management
  - Interviewed MLB Hall of Famers, current players, and celebrities during our Act of Valor Award Ceremony in D.C.
- Fox19 WXIX** – Cincinnati, Ohio January 2019 – May 2019  
Sports Broadcasting Intern
- Shot and edited my own coverage of sporting events (over 50 games) and interviews in the Cincinnati area:
    - MLS FC Cincinnati, NHL affiliate Cincinnati Cyclones, MLB Cincinnati Reds, and high school sports
  - Produced web stories for Fox19.com
- Live Sports Television Production Course** – Miami University August 2017 – January 2019  
Teaching Assistant
- Assisted in instructing students (10 students each semester) to produce all the elements involved in televising a sports event
    - Skills gained: camera directing and technical directing, creating graphics, integrating 3Play, producing, managing crew
- Athletic Communications and New Media** – Miami University August 2015 – December 2018  
Student Intern
- Promoted Miami athletics utilizing social media and websites
  - Live-Action and Still Photography for athletics
  - Generated articles/interviews and assisted with analytics across social and digital platforms
- Athletic Marketing and Fan Engagement** – Miami University September 2017 – May 2018  
Game Day Host
- Host and MC all home football and hockey games - Largest attendance while game hosting: 22,428 (Miami vs. Bowling Green on 10-07-17)

---

---

## EDUCATION

---

---

- Miami University – Oxford, Ohio** **Graduated in May 2019**  
Bachelor of Science in Kinesiology and Health | Major: Sport Leadership & Management  
Bachelor of Arts | Major: Media, Journalism and Film
- Study Abroad - Miami University - “Inside Hollywood” January, 2017
    - Participated in a three-week experience through the inside of the entertainment industry, including film/TV production, design, distribution, entertainment law, and marketing. Places visited: NFL Network, Universal Studios, Disney Animation, Conan, Paramount, N.C.I.S., & more.
  - MLB Winter Meetings - Diversity and Inclusion Conference December, 2018
    - One of the 50 women selected in the country to take part in the inaugural conference in Las Vegas
    - Participated in face-to-face interactions with representatives in the MLB, along with panels and networking workshops

---

---

## SKILLS

---

---

**Adobe Publishing Software:** Photoshop, Illustrator, InDesign and Lightroom

**Video Editing Software:** Adobe Premiere Pro, Adobe After Effects, Apple Final Cut Pro, and Edius

**Camera Skills:** Photography and Videography

**Live Television:** Camera work, producing, directing, technical directing, audio engineering, graphics, 3-Play, managing crew

**Journalism:** Create and write resourceful and effective stories, but understand that the digital narratives need to be simple and engaging