

# ALESSANDRA A. LANE

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## EDUCATION

Bachelor of Arts - Digital Media Production  
Bachelor of Arts - Theatre  
Magna Cum Laude, April 2016  
Florida State University, Tallahassee, FL  
GPA: 3.80/4.00

## STRENGTHS

Excellent communication skills  
Strong teamwork ethics  
Proficient with time-management  
Superior organizational skills  
Extensive leadership experience

## SOFTWARE

Microsoft Office Suite	Ross Xpression
Adobe Premiere	Avid Media Composer
Adobe After Effects	ClickEffects Crossfire
Adobe Photoshop	ClickEffects Blaze
Lightwave 3D	Evertz DreamCatcher

## STATEMENT

As an experienced producer in the live entertainment space, I have thrived working under tough deadlines with long hours and using my own creativity to produce content that enhances our fan experience. I am a confident leader in the production process and am comfortable making decisions in a timely manner to ensure our projects are executed at the highest level. My extensive training in sports broadcasting and in-stadium entertainment has provided me with a solid foundation and I look forward to showcasing what I bring to a team.

## WORK HISTORY

### PHILADELPHIA EAGLES - PHILADELPHIA, PA

*Producer* [April 2019 - Present]

My responsibilities as a producer are centered around the in stadium production on game day. I program our show, write our script, coordinate content with our sponsorship and marketing departments, edit videos and manage our game day staff. On game day, I call the show in accordance with NFL policy and follow game trends to provide our fans the highest level of entertainment based on in game scenarios. Throughout the week I am responsible for producing various social features, where I am pitching content and seeing it through its execution and final delivery, as well as keeping our game day production process on track for the next event.

### SEMINOLE PRODUCTIONS, ESPN AFFILIATE - TALLAHASSEE, FL

*Live Events Coordinator/Score Board Producer* [May 2016 - April 2019]

As a Live Events Coordinator, I create, organize and load both original and sponsored content for the main videoboard and ribbon displays. My main weekly responsibilities include coordinating with our marketing department, editing in-game features and working on video content in accordance with our current graphics package. During games I produce our ribbon boards or produce/direct our video board shows. I also produce our women's softball games for the ACC Network Extra.

### SEMINOLE PRODUCTIONS, ESPN AFFILIATE - TALLAHASSEE, FL

*Game Day Production Staff* [August 2014 - May 2016]

Game Day Production Staff are responsible for working in the various aspects of a live sports production control room during major Florida State University sporting events for both linear and non-linear platforms as well as in-stadium videoboard presentations. We are also responsible for training students and position assistants on broadcast protocol and equipment during games. My game day positions included Technical Director, Graphics Operator, Camera Operator, Audio Technician, Video Clip Operator, Slow-Mo and On-Camera Talent.

## PRODUCTION EXPERIENCE

### NFL NETWORK "BACK TO CAMPUS" FEATURE

*Production Assistant* [March 2016]

The NFL Network came to Florida State University to do a "Back to Campus" feature with former football player Deion Sanders and then-current football player Jalen Ramsey. I was in charge of coordinating transportation, parking, facility accessibility, paperwork, behind the scenes style photography and other various on location details as well as work with both current and former players and coaches during the feature shoot.

### SEMINOLE SPORTS MAGAZINE

*Video Editor* [January 2015 - December 2015]

Seminole Sports Magazine is a student driven television show aired weekly on FOX Sports Sun showcasing accomplishments and news revolving around Florida State University athletics. I was involved in producing and editing features that adhered to FOX broadcast standards while meeting deadlines set down by our Executive Producer. As an editor, I was responsible for coordinating and shooting interviews, collecting b-roll and creating graphics according to the show's brand guidelines.