

# Avery Alexandra Pena

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## PROFESSIONAL PROFILE

Creative Video/Content Producer with 3+ years of experience leading end-to-end production across sports, brand, and digital platforms. Proven ability to conceptualize, shoot, and deliver cinematic and social-first content under tight deadlines. Experienced in Adobe Premiere Pro, After Effects, and professional cinema camera systems, with a strong foundation in basketball culture and multi-team storytelling.

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## TECHNICAL & PROFESSIONAL SKILLS

- Microsoft Office Suite
- Adobe Photoshop & Adobe Premiere Pro
- Photography/Videography expertise
- Social Media Management and Content Creation
- Strong verbal communication and leadership abilities
- Search Engine Optimization

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## PROFESSIONAL EXPERIENCE

**Rodeo ROI | Remote | Austin, TX**  
**Content Manager**

Aug 2025 - Present

- Orchestrate end-to-end content strategy for a diverse portfolio of 30+ clients, delivering high-volume blog content and social media assets monthly.
- Execute comprehensive keyword research and on-page SEO optimization to drive organic traffic and improve search engine rankings for client domains.
- Analyze audience demographics and platform trends to tailor content voice and format, ensuring maximum engagement across various social channels.
- Maintain high-touch communication with stakeholders to align creative output with specific business goals and brand identities.

**Universal Orlando Resort | Orlando, FL**  
**Marketing Research Specialist**

Mar 2025 - June 2025

- Conduct field research and focus groups in a courteous and inclusive manner, respecting diverse guest perspectives while maintaining a safe and organized environment.
- Utilize data collection tools (e.g., dial testing, biometrics) efficiently to deliver actionable consumer insights that support entertainment and marketing decisions.
- Coordinate logistics with NBCUniversal and subsidiaries, upholding professionalism and efficiency in content delivery and production planning.

**The Walt Disney Company | Bay Lake, FL**  
**Photographer – Disney College Program**

May 2024 - May 2025

- Delivered high-volume DSLR photography under fast-paced, high-expectation entertainment environments.
- Promoted to PhotoPass Support based on leadership performance, assisting with workflow efficiency and operational execution.
- Developed strong on-site production awareness, guest interaction confidence, and time-sensitive asset management.

**Edinburg CISD | Edinburg, TX**

Dec 2022 - May 2024

**Video Creative & Social Media Producer**

- Led end-to-end production of athletic video content across football, basketball, and volleyball programs, capturing and editing high-energy game highlights with same-day turnaround.
- Operated professional cinema cameras and mobile production setups to deliver real-time and post-game social content optimized for Instagram and TikTok.
- Edited primary deliverables in Adobe Premiere Pro with supplemental motion graphics in After Effects.
- Pitched and launched expanded sports coverage initiative beyond football, increasing multi-sport visibility and engagement across district platforms.
- Developed recurring digital series concepts including “Generation Faceoff” and “Student Standout,” driving consistent audience interaction and shareability.
- Managed content planning, asset organization, and post-production workflows to ensure timely, brand-aligned delivery.

**Fork to Fit Kitchen | McAllen, TX**

Jun 2023 - Oct 2023

**Video Creative & Social Media Manager**

- Produced scripted YouTube content and short-form vertical videos for brand marketing campaigns.
- Led creative pre-production including scripting, shot planning, and influencer coordination.
- Edited multi-platform deliverables in Premiere Pro, adapting long-form content into social-first assets for Reels and TikTok.
- Collaborated cross-functionally with marketing partners to align messaging with brand voice and campaign objectives.

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## EDUCATION & CERTIFICATIONS

**Bachelor of Arts: University of Texas Rio Grande Valley**

Major: Mass Communication

Minor: Marketing

- Dean’s List Academic Achievement Award (Fall 2022, 2024)
- President’s List Academic Achievement Award (Spring 2023)

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## LEADERSHIP & INVOLVEMENT

**American Advertising Federation**

**Secretary, PR Director**

- Organized events celebrating advertising excellence while driving volunteer leadership initiatives.
- Promoted innovative programs to foster a dynamic advertising community.

**American Marketing Association**

- Contributed to community-impact initiatives, blending marketing strategies with volunteerism.