



# DEMETRIUS BATTLE

INTEGRATED MARKETING COMMUNICATIONS MAJOR  
(SPORTS COMMUNICATIONS)



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demetriusbattle.com



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Birmingham, AL 35205

## HONORS & AWARDS

### Varsity Football Athletic Scholarship

Five Years Fully-Funded Tuition  
(The University of West Alabama)  
(The University of Alabama At Birmingham)

### Governors Seal of Excellence

Presented by Governor Kay Ivey

### Honors Society

Lambda Pi Eta

### Academic Dean's List

Three-Time Recipient

### UWA Scholar Athlete

### UWA & UAB Football Team Captain

### All Gulf-South Conference First Team

## SKILLS & EXPERTISE

### Adobe Creative Cloud

- Illustrator
- InDesign
- Photoshop
- Lightroom
- After Effects

### Social Media Marketing

- Facebook
- Instagram
- Twitter
- Lightroom
- LinkedIn
- Snapchat

### Technical Skills

- Graphic Design
- Web Design
- Video Production
- Lightroom
- Photography
- Public Speaking

## EDUCATION

### Master of Arts Integrated Marketing Communications

The University of West Alabama, Livingston, AL

### Integrated Marketing Communications

The University of West Alabama, Livingston, AL  
3.5 GPA

## WORK EXPERIENCE

### The University of Alabama at Birmingham | Birmingham, AL

#### Freelance Producer

2022-Pres.

- Shot, edited, and distributed over 65,000 photos for graduates, parties, family events, sporting events, weddings, etc
- Produced and edited five music videos
- Created over 200 graphics for personal businesses, restaurants & bars, high schools & colleges, etc

### Taproot Cafe | Hoover, AL

#### Restaraunt Manager & Media Production Assistant 2021-2022

- Designed and produced multiple logo ideas for the company
- Managed, opened, closed, and assisted owner with business decisions
- Served healthy food and drinks to over 2,500 customers within two months

### The University of West Alabama | Livingston, AL

#### Communications Graduate Assistant

2020-2022

- Provide day-to-day assistance to 7 faculty and 100 students in the Department of Communications
- Design promotional materials for weekly department programming and functions
- Sort, package and ship daily orders for bby Publications

#### Advertising Agency Representative

- Created 10+ logos for personal businesses
- Managed social media marketing efforts for agency clients
- Produced video content for UWA Athletics weekly
- Developed 5 unique client websites

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REFERENCES

Reggie Torbor

NFL Veteran/Entrepreneur  
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Trent Dilfer

NFL Veteran/UAB Football HC  
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(408)-489-0112

Dr. Amy Jones

Professor/Academic Advisor  
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Jeh Jeh Pruitt

Sports Anchor-WBRC Fox 6 News  
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WORK EXPERIENCE CONT.

WBRC FOX 6 | Birmingham, AL

Sports Anchor Intern

2018-2019

- Shadowed sports anchor Jeh Jeh Pruitt for all story pre-production, production, and post-production
- Participated in broadcast field reporting
- Developed 150 working hours of local storytelling
- Edited news videos for on-air broadcast using Final Cut Pro X
- Assisted with on-camera interviews