

Madison Kovsky

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Personal Statement

I am a graduate of Auburn University's Communications program with a minor in Sports Communications. My skills are creative thinking and decision making. I enjoy working with the Adobe Creative Suite and all Social Media platforms. I am looking to use my skills in professional sports, as I have done throughout my education.

Education

2020-2024

College of Liberal Arts, Auburn University – Auburn, Alabama, USA

Bachelor of Arts in Communications Minor:

Sports Communications Coursework:

- **Sports Media Management** – Principles and Practices of managing sports media properties across multiple platforms. Personnel, sales, and content promotion
- **Sports Analytics** – Analytics for Baseball, Football (US), F1, Basketball, Soccer, Hockey, Golf, NASCAR.
- **Sports Media Relations** – Plan, implement, and manage media projects. Concepts and theories of management of sports media relations. Identify and develop media relationships.

Employment History

Washington Commanders | Ashburn, VA

July 2024-Present

Social Media Intern

- Create content for use across all Commanders social media channels
- Assist in managing social media accounts
- Maintain a strong voice across platforms on gamedays
- Work with athletes to capture and create social media content

Auburn Baseball | Auburn, AL

September 2022-May 2024

Creative Content Intern

- Capture and create content for use on Auburn Baseball official social media platforms under the supervision of Auburn Athletics Assistant Director of Communications.
- Edit videos, photos, and graphics using Adobe Creative Suite.
- Attend weekly team meetings, all practices, and all games.
- Bridge gap between team and fans by posting Instagram stories throughout team events.

Major League Baseball | New York, NY

June 2023-August 2023

Social Production Intern

- Ideate and create social content across MLB social media platforms.
- Compile and organize social media analytics.

- Produce live shoots with athletes alongside Social Production team.
- Monitor daily and weekly social trends.

War Eagle Productions | Auburn, AL

August 2022-September 2022

Student Employee

- Created social media posts and generate engagement on Twitter, Instagram, Facebook, and TikTok using creative skills.
- Launched War Eagle Productions on TikTok to reach a larger audience and promote the brand (2.6M Views, 415.4K Likes, 19.2K Followers).

Skills

Proficient in: Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro iMovie, Microsoft Office Suite In-App editing: Capcut, TikTok, X (Twitter) LiveCut

Experience with: DSLR Cameras

I perform well within a job, both with a team and alone. I am used to thinking on my feet and taking initiative. My work with Auburn Baseball involves self-starting, so I am motivated on my own. I have been told I work efficiently and am easy to work with.