

CATHERINE LANE



LINKEDIN:

+1 (309) 831-6660

CLANE91803@GMAIL.COM

CLANECREATES.COM

LAWRENCEVILLE, GA - WILLING TO RELOCATE

EDUCATION

TEMPLE UNIVERSITY, PHILADELPHIA, PA

B.A. IN MEDIA STUDIES & COMMUNICATION & B.A. IN ADVERTISING, MAY 2026

EXPERIENCE

THE SPELLBOUND GROUP, PHILADELPHIA, PA

ACCOUNT MANAGER, MAY 2024 - PRESENT

- Increased the JJ Cale Instagram followers by 2% & organic engagement by 25% since taking over as Account Manager in May 2025; Facebook followers also increased by 3.5% & organic engagement increased by 71%.
- Created & continue a consistent posting schedule highlighting all major clients on the Mainfactor Instagram account over the past 11 months.
- Promoted to Account Manager with three primary clients & two secondary clients after one year as an Account Intern.

ESPN (TEMPLE), PHILADELPHIA, PA

PRODUCTION CREW, OCT 2023 - MAY 2026

- Operated camera for basketball, gymnastics, soccer, field hockey, & lacrosse at an NCAA D1 school for ESPN+ & ESPN productions.
- Ensured proper live audio levels for ESPN sports productions at the Liacouras Center.
- Co-produced various sporting events for ESPN+ & ESPN including collegiate basketball & volleyball.

TEMPLE FORMULA RACING, PHILADELPHIA, PA

MARKETING & BUSINESS LEAD, SEPT 2024 - OCT 2025

- Ran all social media accounts for the team, built a brand guide for all content, set up SOPs, & rebuilt the website.
- Headed all business & marketing meetings where the teams are given tasks & taught various marketing & business skills.
- Rebuilt relationships with sponsors as well as building new sponsorship relations with 4 new companies since joining the team.

RISK COMMUNICATION LAB, PHILADELPHIA, PA

SOCIAL MEDIA MANAGER, JAN 2024 - PRESENT

- Update the Lab's social media accounts, including Instagram, Facebook, & LinkedIn, in a timely manner, based on current studies.
- Design graphics for the Lab's social media accounts & design graphics for social media-based interventions.
- Update the website consistently with Lab events & achievements, as well as members of the lab to properly educate people.

GWINNETT STRIPERS, LAWRENCEVILLE, GA

PRODUCTION CREW, MAY 2022 - AUG 2024

- Operated camera for MiLB.TV & local cable as a member of the Atlanta Braves AAA-team's organization.
- Was the youngest director for the Gwinnett Strippers productions, directing live baseball for MiLB.TV & cable TV.
- Shaded & color graded live TV while filming in an outdoor ballpark in all types of weather.

TEMPLE SMASH (TUTV), PHILADELPHIA, PA

DIRECTOR, SEPT 2022 - MAY 2026

- Directed the live shows both in & out of studio. The first Director to build full out of studio controls including live switching.
- Edited both the full 60-minute show as well as the YouTube thumbnails, acting as the last person to ensure all content follows both FCC guidelines & TUTV guidelines.
- Started as a member of the general live & digital production crew, before acting as the Technical Director my Junior year, & the Director my Senior year.

AWARDS

2026 COLLEGE PRODUCTION AWARD NOMINEE, AUGUST, 2026

NATAS MID-ATLANTIC CHAPTER

Nominated as the Director for S17E3 of Temple SMASH in the College - Arts/Entertainment/Cultural Affairs category.

DAVINCI AWARD, MAY, 2026

TEMPLE UNIVERSITY DAPPER AWARDS, ADVERTISING DEPT.

For excellence and innovative problem solving throughout coursework.

SKILLS

AVID PRO TOOLS
XPRESSION GRAPHICS
MICROSOFT OFFICE APPS

DSLR CAMERAS
SWITCHER
YOUTUBE

LIVE REPLAY
HOOTSUITE & SPROUT SOCIAL
ADOBE CREATIVE SUITE

STUDIO & FIELD MICS
SOCIAL MEDIA PLATFORMS
STUDIO & FIELD CAMERAS