

CATHERINE LANE

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PHILADELPHIA, PA - WILLING TO RELOCATE

LINKEDIN:



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% and organic engagement by 25% since taking over as Account Manager in May 2025; Facebook followers also increased by 3.5% and organic engagement increased by 71%.
- Created and 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 and two secondary clients after one year as an Account Intern.

ESPN (TEMPLE), PHILADELPHIA, PA

PRODUCTION CREW, OCT 2023 - PRESENT

- Operate camera for basketball, gymnastics, soccer, field hockey, and lacrosse at an NCAA D1 school for ESPN+ and ESPN productions.
- Ensure proper live audio levels for ESPN sports productions at the Liacouras Center.
- Co-produce various sporting events for ESPN+ and ESPN including collegiate basketball and 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, and rebuilt the website.
- Headed all business and marketing meetings where the teams are given tasks and taught various marketing and 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

- Consistently update the Lab's social media accounts, including Instagram, Facebook, X, and LinkedIn, in a timely manner, based on current studies.
- Design graphics for the Lab's social media accounts and design graphics for social media-based interventions.
- Update the website consistently with Lab events and 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 and local cable as a member of the Atlanta Braves AAA-team's organization.
- Was the youngest director for the Gwinnett Stripers productions, directing live baseball for MiLB.TV and cable TV.
- Shaded and color graded live TV while filming in an outdoor ballpark in all types of weather.

TEMPLE SMASH (TUTV), PHILADELPHIA, PA

DIRECTOR, SEPT 2022 - PRESENT

- Direct the live shows both in and out of studio. The first Director to build full out of studio controls including live switching.
- Edit 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 as well as TUTV guidelines.
- Started as a member of the general live and digital production crew, before acting as the Technical Director my Junior year, and the Director my Senior year.

SKILLS

AVID PRO TOOLS

DSLR CAMERAS

DREAMCATCHER REPLAY

SENNHEISER & SHURE MICS

XPRESSION GRAPHICS

SWITCHER

HOOTSUITE & SPROUTSOCIAL

SOCIAL MEDIA PLATFORMS

MICROSOFT OFFICE APPS

YOUTUBE

ADOBE CREATIVE SUITE

STUDIO & FIELD CAMERAS