

Xavier Gardner

Results-driven media professional with over 3 years of experience in creating and executing successful digital campaigns. Proven expertise in content creation, photography, and social media strategy, with a deep understanding of current web technologies and analytics. Dedicated to producing engaging, high-quality content that meets company objectives.

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EXPERIENCE

Jefferson Lab, Newport News, VA — *Communications Intern*

MAY 2024 - PRESENT

- Create content for various social media channels including Facebook, Twitter, Instagram, and LinkedIn.
- Analyze content platform analytics to recognize pop culture trends and opportunities.
- Write news releases and feature stories with captivating headlines adhering to AP style guidelines.
- Coordinate with internal teams to develop creative ideas for campaigns aligned with the lab's goals.

ODU Athletics, Norfolk, VA — *Photographer*

NOVEMBER 2023 - PRESENT

- Contribute to the visual storytelling of sports social media posts by providing captivating action shots and athlete portraits.
- Successfully manage photo shoots for various sporting events, producing and delivering images within tight deadlines.
- Execute efficient post-production processes to deliver high-quality, edited images on tight deadlines.
- Maintained an organized archive of sports photography assets for easy retrieval and future use.

WODU Studios, Norfolk, VA — *Social Media Manager*

MAY 2023 - AUGUST 2024

- Managed the day-to-day operations of social media accounts, including content creation, scheduling, and real-time engagement to ensure a consistent brand voice.
- Analyzed social media metrics and analytics to improve content strategy and campaign effectiveness.
- Cultivated partnerships with external vendors and sponsors, to enhance the reach and impact of promotional activities.

SKILLS

Social media management

Content creation

Video editing

Photography

Adobe Creative Suite

Written and verbal communication

Education

Old Dominion University Norfolk, VA

August 2022 - December 2025

Major: Media Studies

GPA: 3.8