

Emma Ann Lay

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Education

Bachelor of Arts: Mass Communication With a Social Sciences Minor, May 2024

Winthrop University – Rock Hill, SC

- Member of the Mass Communication Student Leadership Committee 2022-2024
- Member of the College of Arts and Science Student Leadership Committee 2022-2024
- Secretary of the Student-Athlete Advocacy Committee 2022-2023
- President of the Student-Athlete Advocacy Committee 2023-2024
- Received the South Carolina Broadcasters Association Scholarship, 2022-2023 and 2023-2024
- Outstanding Mass Communication Junior Award Recipient 2023
- Member of the Kappa Tau Alpha National Journalism Society
- Dean's List Fall and Spring 2022
- Received Winthrop Garnet Scholarship
- Received Winthrop Out-of-State Tuition Grant

Professional Summary

I am an independent, success-driven young lady with leadership talents as a student-athlete and a student within many academic societies. I am capable of properly speaking on various topics on camera, operating a camera, various directing skills, and the ability to produce an ESPN broadcast. I have aspirations of working within the sports broadcasting industry.

Professional Experience

Part-Time Communications Associate, March 2024 to Current

Charlotte Football Club – Charlotte, NC

- Assisted with members of different media corporations at games
- Assisted with post-game press conferences
- Assisted with in-game media operations
- Assisted with pre-game media preparations
- Shadowed multiple media professionals from various media outlets

Intern, September 2023 to January 2024

Carolina Panthers Radio Network – Charlotte, NC

- Created interview questions for potential interviewees on the post-game show
- Created game preview and recap articles for the team website
- Assisted in on-air commercial breaks both local and network

- Edited various audio highlights from live games to be used for post-game shows
- Shadowed sideline reporter's duties during pregame
- Assisted in post-game player and coach interviews

Content Creator, August 2023 to Current

Sons of Saturday Podcast Virginia Tech – Blacksburg, VA

- Created content varying from videos, short stories, and pictures for the podcast website and social media accounts
- Created game recaps and previews for the weekly vlogs and website blogs
- Ran several social media accounts while overseeing posts and content releases.

Intern, May 2023 to August 2023

ESPN 730 The Game Radio Station – Charlotte, NC

- Created interview questions for potential virtual and physical interviewees in the station
- Created game preview articles for the station website
- Assisted in on-air show games and discussions
- Edited various audio segments from live shows to be used for website purposes
- Attended various events and press conferences

Sports Producer, January 2022 to November 2023

Winthrop University Athletic Department – Rock Hill, SC

- Remained highly composed and calm in very fast-paced, stressful, and constantly changing environments using critical thinking skills to provide optimal leadership and achieve desired results
- Oversaw lighting, graphics, audio, and camera movements in various ESPN+ productions
- Assessed final products to check quality and consistency combining script writing with creative vision
- Evaluated live news reporting broadcasts to assess signal strength, content, and compliance with FCC standards, protect station revenue and prevent legal concerns
- Helped with in-game camera operations when necessary

Volleyball Referee, April 2021 to June 2024

USA Volleyball Palmetto Region – South Carolina

- Displayed a courteous, friendly attitude and served as a positive role model in volleyball matches
- Developed and maintained communication with volleyball players, coaches, and parents of young players
- Taught and explained established rules and regulations governing volleyball to players and coaches while maintaining time management
- Resolved complaints or claims of infractions by participants and assessed actions required while maintaining constant control of the match
- Made consistent calls that demonstrated constant compliance with the laws of volleyball
- Maintained constant focus and attentiveness during volleyball matches and displayed unfailing impartiality
- Promoted good sportsmanship among players