

MILLEDGE G. AUSTIN, IV

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SUMMARY OF QUALIFICATIONS

- Over 15 years of experience in communications, media relations, digital content creation, and graphic design, and over 20 years of experience in video production and photography.
- Ability to handle multiple projects while meeting established deadlines.
- Strong technical ability including Adobe Design Suites (Photoshop, Premiere Pro, InDesign, & Illustrator); Microsoft Office (Word, Excel, & Power Point); Monday.com; photo and video editing software (Photoshop & Premiere Pro); still and video camera systems; basic understanding of HTML coding.

PROFESSIONAL EXPERIENCE

Manager of External Communications

Augusta University (Augusta, Georgia)

February 2022 – Present

- Oversee three direct reports assigning feature topics, ensuring work meets deadlines and quality, and responding to media requests.
- Serve as lead editor of content submitted for Jagwire, Augusta University's news site, including checking for grammatical and spelling errors, checking titles of faculty and staff are correct, and ensuring proper protocols are followed for adding assets to stories.
- Plan and implement communication plans around special events.
- Compose emails, speeches, special announcements, and quotes attributed to executive leadership, including the university president and executive vice president for academic affairs.
- Manage database of experts utilizing ExpertFile, including culling those no longer with the university, adding new experts for in-demand topics, and adding assets to faculty profiles.
- Pitch faculty experts to national, regional, and local media.
- Write and edit feature articles for Augusta University's official news site, Jagwire, focusing heavily on research at the Medical College of Georgia at Augusta University, Dental College of Georgia, and the Georgia Cancer Center.
- Photograph select events.

Director of Communication

Wesley United Methodist Church Evans (Evans, Georgia)

October 2020 – February 2022

- Managed day-to-day communication duties for the church, including writing press releases about upcoming events and projects, managing Wesley UMC's social media pages, updating the website, and setting weekly all-staff meeting agendas.
- Primary photographer, documenting Sunday mornings and events held on the church's campus.
- Created graphics for the website and social media advertising events and changes.
- Filmed and edited short videos for use on YouTube and social media.
- Redesigned and launched Wesley UMC's new website, mobile app, and smart-tv/Roku/Apple TV apps using SnapPages, including creating several new pages.
- Served as a member of the Technical Team during webcasts on Sunday mornings and during special events, running diagnostics and ensuring webcasts run smoothly.
- Created the first communications and marketing budget for the church.

Associate Director of Athletics Communication

The Citadel (Charleston, South Carolina)

August 2017 – September 2020

- Served as Interim Assistant Athletics Director for Athletics Communications from March – July of 2018, handling all day-to-day coverage of all 16 varsity sports.

- Primary media/communications contact for women's soccer, men's basketball, men's tennis, mixed and women's rifle teams for three years, and added men's and women's track and field and cross country prior to the 2019-20 academic year.
- Daily duties included: wrote pre-game and post-game press releases, compiled game notes, design game-day information sheets for home events, updated statistics and records on the website and in record books, nominate players for conference, region, and national recognition and awards.
- Managed and grew The Citadel's social media accounts for assigned sports, including all-new Instagram pages for women's soccer, cross country/track and field, men's tennis and rifle, and Twitter pages for tennis, cross country/track and field, rifle, and women's golf. Implemented new features, including takeovers by the cadet student-athletes and get-to-Know features.
- Developed and implemented social media communications and marketing plans for each sport.
- Oversaw increase of interactions on Twitter/X including:
 - Women's soccer - 442% increase from year before I took over account to June 2020, 337% increase from first year (2017-18) to June 2020, and 24% increase in first year;
 - Men's basketball – 11% increase from year before I took over account to June 2020, 16.6% increase from first year to second year, 17.1% increase from first year to second year;
 - Track and field/cross country – 18.9% increase in first year managing account.
- Prepared cadet student-athletes and coaches for interviews with local and regional media.
- Created graphics for basketball recruiting purposes.
- Maintained the website, CitadelSports.com, including designing new pages for facilities and the Boundless Bulldogs feature, and updating archives.
- Kept/input in-game statistics for home football, soccer, basketball, volleyball, and baseball games.
- Designed online media guides and record books for select sports, including expanding the women's soccer record book, streamlining the men's basketball record book, and beginning a men's tennis record book.
- During the 2017-18 season, created graphics for social media for use during games, to promote games and other events, and to provide score updates.
- Filmed and edited quick-hit highlight videos of primary sports.

Director of Athletics Communication

University of North Carolina - Asheville (Asheville, North Carolina)

January 2017 – August 2017

- Primary contact for volleyball, women's swimming, and baseball teams, assisting with coverage of other sports.
- Duties included: wrote pre-game and post-game press releases, compiled game notes, designed game-day information sheets for home events, updated statistics and records on the website and in record books, nominate players for conference, region and national recognition and awards.
- Kept/input in-game statistics for men's and women's basketball and baseball games.
- Designed online media guides and record books for select sports, and updated record books that had not been updated for several years.
- Created and updated graphics for social media for use during games, to promote games and other events and to provide score updates.
- Filmed and edited quick hits videos of primary sports as well as other sports.

Assistant Director of Athletics Communication

Georgia Southern University (Statesboro, Georgia)

November 2015 – December 2016

- Served as primary contact for men's soccer, women's basketball, and softball while assisting with coverage of other sports, including football, women's soccer, men's basketball, baseball, volleyball, and swimming & diving.
- Duties included: wrote pre-game and post-game press releases, designed game-day information sheets for home events (Flight Programs), updated statistics and records on the website, nominate players for conference, region, and national recognition and awards.

- Prepared student-athletes and coaches for interviews with local and regional media before and after games.
- Served as photographer for athletics department, including in-game and practice action shots, head shots, and other studio needs.
- Filmed and edited quick-hits videos of all sports.
- Kept in-game statistics for select sports.
- Designed media guides and record books (both online and printed) for select sports.
- Designed graphics for social media for use during games, to promote games and other events and to provide score updates for select sports.

Media Resources Consultant/Associate Producer

University of South Carolina Aiken (Aiken, South Carolina)

May 2013 – October 2015

- Filmed and edited videos, including instructional videos, lectures, introductions, and fun informational videos for various departments on campus including the office of the chancellor, student life and athletics.
- Managed the studio and equipment, including setting up cameras and microphones for various projects and events.
- Directed and produced webcasts and recordings for May and December graduations.
- Instructed communications classes on lighting and audio techniques as well as how to utilize various audio and visual equipment including cameras, Adobe Premiere Pro and Audition.
- Assisted members of the university in selecting and purchasing desired audio and video equipment and installed it.
- Created graphics and posters for all of USC Aiken's athletics teams.

Assistant Athletic Director for Sports Communication

University of North Georgia (Dahlonega, Georgia)

August 2012 – May 2013

- Oversaw coverage of 12 intercollegiate sports including, traveling with teams that advanced to conference and NCAA tournaments.
- Duties included: pre- and post-game press releases, designed game-day sheets for home events, updated statistics and records on website, kept in-game statistics during home soccer, basketball, baseball, softball, and golf events, nominated players for conference, region and national recognition and awards, organized order of events for home sports events.
- Member of team which implemented the university's new name, brand, and mascot
- Managed work-study students (2-4) at all home events.
- Managed pre-game set-up and post-game tear down of audio, video, and computer equipment used during all home events.
- Designed media guides for men's and women's basketball, baseball, and softball programs.

Director of Operations and Media Relations

Montana State University Billings (Billings, Montana)

September 2011 – August 2012

- Oversaw coverage of 17 varsity sports, including two conference champions in men's basketball (2011-12) and softball (2012), which also went on to regional competition.
- Duties included: pre- and post-game press releases, designed game-day sheets for home events, updated statistics and records on website, kept in-game statistics during home volleyball, men's and women's basketball, baseball, softball, and golf events and nominated players for conference, regional and national recognition and awards.
- Implemented Live Stats for home softball and volleyball games and maintained Live Stats for basketball and baseball.
- Traveled with men and women's basketball teams to conference tournament aiding tournament media officials with media needs.

- Traveled with men's basketball and softball teams to NCAA West Regional sites aiding tournament media officials with media needs.
- Outlined and maintained a six-figure operating budget.
- Served as primary media contact during 2012 MSUB Desert Stinger Softball Tournament Partnered with Rip-It held in Las Vegas, Nev., which included 28 NCAA Division II teams participating in 70 games over three days.
- Created photo galleries of all home events for sports covered and linked to stories on website.
- Produced online media guide for women's basketball.
- Managed pre-game set-up and post-game tear down of various audio and video equipment used during home sporting events.
- Managed work-study workers (2-6) at all home events.

Assistant Sports Information Director

University of South Carolina Aiken (Aiken, South Carolina)

May 2009 – May 2011

- Daily duties included: writing pre-game and post-game press releases, updated statistics and records on the website and in record books, nominated players for conference, region and national recognition and awards, and assisted with coverage of other sports.
- Served as official photographer for all 13 varsity sports during the 2010-11 academic year for use around the athletic department (web site, media guides, posters, etc.) and in local publications.
- Produced media guides for four teams during 2010-11 year and assisted with seven other guides, including designing page layouts, writing biographies, compiling statistics, and season outlooks.
- Produced media guide covers for 10 athletic teams at USC Aiken during the 2010-11 year.
- Helped develop and maintain USC Aiken's first-ever external athletic website using Presto Sports.
- Managed pre-game set-up and post-game tear down of various equipment used during USC Aiken and Peach Belt Conference home sporting events.
- Aided Media Relations Coordinator for the Peach Belt Conference Volleyball (2009), Basketball (2008, 2009, 2010 and 2011), and Baseball (2009 and 2010) Tournaments held at USC Aiken.
- Aided Media Relations Coordinator for the 2009 NCAA Division II Southeast Baseball Regional at Roberto Hernandez Stadium on the USC Aiken campus.
- Created and maintained new media opportunities through Facebook, You Tube, and Twitter to promote USC Aiken Athletics.
- Served as Producer and Director of Web Streaming for all USC Aiken home athletic webcasts.
- Commenced, directed and produced bi-weekly YouTube show entitled "Inside Pacer Athletics".

EDUCATION

Master of Arts, Communication Studies and Emerging Media
University of Georgia

Anticipated - May 2025

Bachelor of Arts, Communications
University of South Carolina Aiken

May 2009

VOLUNTEER WORK

US Rowing Southeast Regional Regatta

Photographer/Videographer, Operations/logistics and Marshall (Aiken, SC & Augusta, GA)

June 2015 – Present

- Assist with set up and tear down on each day of the regatta.
- Served as start marshal and mid-point safety marshal, communicating with race officials and athletes to provide safety oversight prior to each race.
- Photograph and film races for social media use by Augusta Rowing Club.

Head of the South (HOTS) Regatta

Photographer/Videographer (Augusta, GA)

November 2021 & 2023 – Present

- Created informational video on the traffic pattern of the racecourse for participants.
- Serve as race-day photographer and videographer, taking pictures and video for participating teams and the Augusta Rowing Club for promotional purposes.
- Create short highlight videos prior to and following the races for promotional use on social media.

Unidiversity Youth Camp

Videographer

July 2006-19, 2023-Present

- Film youth during worship, workshops, and electives for daily highlight videos and larger end-of-week highlight video.

Augusta Ironman 70.3

Water Safety Kayaks Co-Captain (Augusta, GA)

September 2012-18

- Assist in coordinating signing up more than 40 volunteers for water safety during the swim portion of the race each year.
- Assist in training volunteers on what to do when an athlete approaches their boat in need of help.
- Organize volunteers on race day, getting them into position before the race and then out of the water following the race.
- Perform rescues and assistance to athletes during the race.