

Clara Asprella

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EDUCATION

Campbellsville University | Cumulative GPA: 3.5 | Campbellsville, Kentucky

May 2026

Bachelor of Arts, Film and Mass communication

Women's Tennis and Soccer Player

Awards: Dean's List: Fall 2022, Spring and Fall 2024, Spring 2025

EXPERIENCE

Social media manager | *Camp Wayfarer* | Flat Rock, North Carolina

October 2024 - Present

- Oversee the media platforms for Camp Wayfarer by creating video and photo content
- Analyze the current statistics of CW's accounts and establish goals to improve its online presence
- Implement a weekly post schedule in one-month segments and create theme videos and posts

Videographer | *Campbellsville University: Sport Information Department*

September 2022 - Present

- Conceptualize and create dynamic content for live sports events, including highlights, player profiles, promotional videos, and behind-the-scenes footage
- Film and produce live sports events, capturing key moments, player interactions, and crowd reactions while operating cameras during high-pressure environments, ensuring smooth execution and quality footage
- Hands-on experience in all production phases, from pre-production planning (storyboarding, shot lists, scheduling) to post-production (editing, sound design, color correction) and work across multiple roles, including camera operator, director, and producer
- Ensure timely delivery of content, adhering to strict deadlines and broadcast schedules and work closely with the director and team

Social Media Manager | *Yerbas La Plata* | Remote, USA

September 2021 - Present

- Develop and execute engaging social media strategies across platforms
- Manage daily posts, stories, and community interactions to foster brand loyalty and audience growth, successfully growing the follower count to 10,000
- Create engaging visual content, including custom graphics, flyers, and promotional materials, to enhance brand visibility and drive audience engagement
- Produce and edit multimedia content (photos and videos) for social media, websites, and digital marketing initiatives, applying photography, videography, and post-production skills to craft compelling visual narratives
- Analyze engagement data, and optimize content to improve reach, interaction, and conversions

Summer Counselor | *Camp Wayfarer* | Flat Rock, North Carolina

May 2023 - August 2025

- Served as the main photographer and videographer, capturing daily camp activities, special events, and key moments to showcase camp life, group dynamics, and individual camper achievements
- Supervised overnight campers (ages 9-12) during 19-day sessions, demonstrating responsibility, commitment, and emphasizing safety measures
- Collaborated with fellow counselors to design and coordinate camp activities, enhance teamwork and leadership skills
- Directed the camp's tennis program, coaching 32 children and teenagers simultaneously, providing campers with recreational and competitive training

Full-time Tennis Coach | *Play Tennis LPRC* | La Plata, Buenos Aires, Argentina

October 2021 - July 2022

- Captured images at tennis events and tournaments, focusing on key moments, player action shots, and audience engagement, delivering compelling visual content for promotional use, social media, and event documentation
- Managed a 40-hour weekly coaching schedule alongside competing as a semi-professional tennis player, showcasing exceptional time management and discipline to excel in both athletic performance and coaching responsibilities
- Co-led the Junior Academy, working closely with fellow coaches to develop tailored training programs for young players, delivering high-level coaching instruction while providing outstanding customer service
- Instructed individuals and groups of all ages and skill levels, from beginner to advanced, in both private and group lessons, specializing in building technique and creating customized lesson plans for each player's needs
- Prepared players for professional tennis tournaments, focusing on match strategy, fitness, and mental preparation

PORTFOLIOS - SOCIAL MEDIA

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|----------------|----------------|-----------------|
| • PORTFOLIO | • PROFESSIONAL | • YERBASLAPLATA |
| • CAMPWAYFARER | INSTAGRAM | CVILLETIGERS |

PROFESSIONAL SKILLS

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|--------------------|-----------------------------|---------------------------------|
| • Microsoft office | • DaVinci Resolve Studio 19 | • Fluent in English and Spanish |
| • Adobe Acrobat | | |

CERTIFICATIONS AND LICENSES

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| • Lifeguard Certificate | • First Aid and CPR/AED certificate | • Driver License |
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