

GABRIELLA MENDOZA



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Denver, CO

PROFILE

Data-driven marketing coordinator blending performance analysis with creative storytelling to support impactful digital campaigns.

EDUCATION

Belmont University

Bachelor of Science, Media Production, Emphasis in Video Production

Minor in Sports Administration

Nashville, TN

Aug. 2022 – Dec. 2025

INDUSTRY EXPERIENCE

BELMONT UNIVERSITY TICKET OFFICE, STUDENT ASSOCIATE - DATA STEWARD

- Analyzed three years of Belmont Volleyball ticketing and attendance data to identify trends and insights, contributing to the development of targeted marketing and sales strategies aimed at increasing attendance, season ticket holders, and overall audience reach.

Nashville, TN

Aug. 2025 - Dec. 2025

THE KENNEDY MARSHALL COMPANY, DOCUMENTARY INTERN

- Supported active productions and creative development through research, archival transcription, and pitch materials.
- Collaborated with producers, editors, and creative teams to build character decks, timelines, and clip pulls for a feature documentary.
- Managed production logistics including receipt tracking, spreadsheet management, and digital asset organization.
- Assisted with internal screenings, guest relations, and cross-team coordination, ensuring smooth execution of projects.

Santa Monica, CA

Summer 2025

BELMONT UNIVERSITY ATHLETICS, BROADCAST INTERN

- Supported live broadcasts by operating Xpression and Dashboard systems to manage in-game stats, graphics, and storytelling.
- Executed responsibilities in high-pressure, fast-paced environments while coordinating with directors, producers, and technical teams.
- Assisted with media day coverage and live productions, ensuring accuracy and on-time delivery.

Nashville, TN

Aug 2022 – Dec 2025

BELMONT VISION, VIDEO TEAM MEMBER

- Filmed, edited, and produced weekly digital video content to increase brand visibility and audience engagement.

Nashville, TN

Nov. 2022 - Oct. 2024

SKYDIVE FILMS, SET PRODUCTION ASSISTANT

- Assisted gaffer and cinematographer with camera/lighting setups, gear load-in/out, and on-set tasks, including talent coordination and scene resets.
- Supported filming of situational reenactments across multiple locations while observing and aligning with the director's creative vision.

Nashville, TN

Sept. 2025

SKILLS

- Passion for data-driven decision making and performance insights
- Strong organizational and project management skills
- Collaborative, positive, and team-oriented mindset
- Creative fluency paired with analytical thinking
- Ability to manage multiple initiatives simultaneously
- Detail-oriented
- Creative briefing & asset coordination
- Cross-functional & agency collaboration
- Adobe Premiere Pro
- After Effects
- DaVinci Resolve
- Canva
- Slack