

# Ross Abdellah

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## EDUCATION

**Indiana University**, Bloomington, IN — *Sports Media Major*

August 2019 - May 2023

**Carmel High School**, Carmel, IN

August 2015 - May 2019

## EXPERIENCE

**Big Ten Network**, Bloomington, IN — *Indiana University On Campus Video Editor/Producer*

September 2021 - Present

- Support the ideation, development, and implementation of the Big Ten conference's multi-platform content
- Conduct digital and social opportunities that align with linear content strategies
- Cover matches and games for all 14 schools around the conference

**Dreyer & Reinbold Racing**, Indianapolis, IN — *Video Production Intern*

April 2022 - May 2022

- Produce video content of the Dreyer & Reinbold Racing team for the 106th Running of the Indianapolis 500
- Design the social feed for IndyCar drivers Sage Karam and Santino Ferruci
- Post and collaborate on Dreyer & Reinbold Racing's accounts and their sponsors

**Cuban Center**, Bloomington, IN — *Video Editing Intern*

February 2021 - May 2021

- Create video content for IU Athletics
- Construct motion graphics for recruiting visuals
- Promote content for athletes' NIL brand through Opendorse

**Adidas**, Bloomington, IN — *Social Media Influencer*

August 2022 - December 2022

- Highlight the adidas brand and their product lines
- Drive students and fans to campus led activations through social media