

Amanda Caffey

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281.224.9929

Skills

Adobe Creative Suite
Microsoft Office Suite
CMS, SEO, UI/UX
HTML, CSS, SQL
Data Analysis
Paid Social
Organic Social

Education

Syracuse University

Class of 2018

S.I. Newhouse School of Public
Communication:

Bachelor of Science: Broadcast
and Digital Journalism

Maxwell School of Citizenship
and Public Affairs:

Bachelor of Arts: Citizenship
and Civic Engagement

Google Data Analytics Certification

Fall 2026

Awards

Best App (HLSR)
AMA Crystal Awards, 2024

Best Non-Profit Website
(HLSR)
AMA Crystal Awards, 2024

Recognized by peers in the
industry for our digital
experiences

Innovation Award
Houston Business Journal,
2021

Recognized for creating
innovative opportunities to
satisfy new demands

Experience

Houston Livestock Show and Rodeo / Digital Media Manager

MARCH 2023 - PRESENT, HOUSTON, TX

- Led the redesign and launch of a new website and app, elevating the digital and in-person guest experience
- Established and maintained a system for tracking analytics across social and digital media platforms
- Developed and executed a messaging-specific social media strategy to amplify year-round brand presence for the world's largest livestock show and rodeo
- Increased social following by 82% and impressions by 328%, totaling +415 million impressions, with a 5.78% impression engagement rate
- Managed Digital Media Specialist

Houston Texans

Digital Media Producer / APRIL 2021 - MARCH 2023, HOUSTON, TX

- Managed HoustonTexans.com and the Houston Texans App landing page and experience creation, maintenance and updates
- Fulfilled sponsor's contractual obligations on digital platforms
- Managed Emplifi (social analytics platform) with tagging system, dashboard creation/monitoring and serviced requests benefiting the digital/social team, marketing team and corporate development team
- Responsible for extracting, organizing and storytelling analytical payoff on digital assets (HoustonTexans.com, Houston Texans App, YouTube)
- Strategized the Houston Texans App push notification schedule
- Lead the fan-facing side of daily live press conferences and weekly live shows (posted on YouTube, Houston Texans App, Twitter, Facebook)
- Managed Houston Texans YouTube platform with scheduling, analysis and strategy
- Maintained relationships with vendors and researched innovative opportunities
- Managed the full-time Digital Media Intern

Digital Media Coordinator / APRIL 2020 - APRIL 2021, HOUSTON, TX

- Overhauled the Texans YouTube channel, reaching over 1.4 million views and 19 million impressions in six months
- Strategize daily marketing and corporate content on all Houston Texans social platforms, accumulating more than 20 million visits annually
- Brainstormed and executed innovative digital solutions to fulfill contractual sponsorship obligations that could not be met otherwise during the pandemic

Digital Media Intern / MAY 2019 - APRIL 2020, HOUSTON, TX

- Established #TexansCare Tuesday, sharing and covering all community events
- Developed inaugural Digital Report Card analyzing all digital and social analytics from current and past years
- Analyzed weekly, monthly and yearly analytics on all digital and social content
- Update and design webpages on HoustonTexans.com
- Assist in designing the Houston Texans app

USA Today Sports / Freelance Data Analyst

JANUARY 2018 - DECEMBER 2018, REMOTE

- Filed open records requests with all public university athletic programs
- Analyzed NCAA financial data for anomalies in data to support investigations