
ANDREW MENDEZ

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EDUCATION

University of Southern California, Marshall School of Business & SCA – Los Angeles, CA **May 2025**
Bachelor of Science in Business Administration (Marketing)
Minor in Cinematic Arts (Production)

EXPERIENCE

USC Athletics – Los Angeles, CA **August 2023 – Present**
Video Production Intern

Shot, edited, and assisted in the conceptualization, creation, and rollout of video content for the 21 different sports of USC Athletics department including games, BTS of photoshoots, workout sessions, Trojans Live podcast, and professional marketing productions.

Conceptualized, shot, and edited USC Hoops home opener video for Fall 2024-2025 season.

Shot Bronny James's first basketball game. Capturing his viral defensive block that got 400k views on USC Athletics' Instagram account and 2.5 million likes on LeBron James's (@kingjames) personal Instagram page.

Trojan Marketing Group – Los Angeles, CA **January 2023 – Present**
Director of Media Production (August 2024 - Present)

Oversee agency's Media Production Department, including the smooth operation of four concurrent client accounts (Legends Apparel, Date Better Snacks, Duet Dating App, Reflekt Skincare) from conceptualization of campaign to execution.

Led recruitment, team assembly, professional headshots, and creative critiques among client account pitches.

Media Producer (January 2023-May 2024)

Worked as creative strategist, DP, and editor for two social media videos for Yate Yerba Mate campaign.

Worked as creative strategist, DP and photographer for the Ripped Bodice Bookstore marketing campaign.

Worked as DP and editor for Marimix TikTok commercials.

Race Service – Los Angeles, CA **February 2024 – August 2024**
Media Production Intern

Assisted creative team with projects including conceptualizing, shooting, and editing content for Race Service clients. Work I produced totaled 11.9 million views, 1 million likes, and 2k comments.

Clients included: Ferrari, Mercedes-Benz AMG, Michelin USA, Kraken FX, Hot Wheels, Heineken, Race Service Brand, Air|Water, Porsche, & Josef Newgarden.

Beats by Dre – Culver City, CA **September 2023 – December 2023**
Beats Academy Creator (Content Track)

Collaborated with in-house creatives at Beats by Dre and Translation creative agency to conceptualize, produce, and publish a Beats by Dre commercial for NIL collegiate athlete Kiki Rice.

Measured analytics after posting, with the end result reaching 950k views over all social media platforms.

Specialized in the written, cinematography, editing, and VFX portions of the program.

SKILLS & INTERESTS

Languages: English (Native), Spanish (Native)

Creative Skills: Creative Direction/Strategy, Film Direction, Cinematography, Editing, VFX, Motion Graphics, Art Direction, Sound Design, Sports Videography, Color Grading, Drone Piloting, Photography, 3D Animation

Technical Skills: Social Media Management, Social Media Strategy, Marketing Analytics

Software: Adobe Premiere Pro, After Effects, Lightroom, Photoshop, Illustrator, AVID, Pro Tools, Davinci Resolve, Autodesk Maya, Microsoft Office, Google Suite, Slack, Box, Dropbox, Google Adwords, Blender

Camera Proficiency: Sony, RED, GoPro, Canon, DJI, Insta360, Nikon, Leica

Gear Owned: Sony FX3, Sony A7III, Ninja V, GoPros, MacBook M1 Pro, Sigma 24-70 F2.8

Interests: Action Sports, Automotive Culture, Motor Sports, Combat Sports, Traditional Sports, Tech, Music