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## ANDREW MENDEZ

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### EDUCATION

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**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)*

GPA: 3.4

### EXPERIENCE

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**Race Service** – Los Angeles, CA **February 2024 – Present**

*Media Intern*

Assist creative team with projects including shooting and editing content for Race Service and clients.

Created an Instagram post to promote the Race Service x Mercedes AMG collaboration that reached 320k views.

Worked as a production assistant for AMG Raw Spec event at Hollywood Roosevelt Hotel.

Edited a YouTube & Instagram post for Scuderia Ferrari F1 team that reached 5 million views.

**USC Athletics** – Los Angeles, CA **August 2023 – Present**

*Video Production Intern*

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

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.

**USC Ski and Snowboard Team** – Mammoth Lakes, CA **May 2023 – Present**

*Videographer & Editor*

Produced short form, mid form, and graphics promotional content for USC Ski and Snowboard team social platforms and social events. Measured engagement using Instagram analytics. First post received the highest engagement on the USC Ski and Snowboard Team Instagram page (@uscskiandsnowboard) with 7k views leading to a record breaking applicant pool for the 2024-2025 ski season.

**Trojan Marketing Group** – Los Angeles, CA **Jan 2023 – Present**

*Media Producer*

Conceptualized marketing plan to increase brand awareness of Yaté Yerba Mate company on college campuses.

Including hosting a concert event and three supporting video assets to be produced in April of 2024.

Conceptualized and produced commercial assets for the Ripped Bodice Bookstore Instagram & TikTok account working as a creative strategist and cinematographer. Expanding brand awareness with 50k views across all platforms.

**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

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**Languages:** English (Native), Spanish (Native)

**Creative Skills:** Directing, Cinematography, Editing, VFX, Motion Graphics, Art Direction, Sound Design, Sports Videography, Color Grading, Drone Piloting, Photography, Photo Editing, Graphic Design

**Technical Skills:** Marketing Analytics, Search Engine Optimization, Social Media Management

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

**Camera Proficiency:** Sony, RED, GoPro, Canon, DJI

**Gear Owned:** Sony FX3, Sony A7, Ninja V, GoPros, MacBook M1 Pro, Sigma 24-70 F2.8, Lights, Diffusers

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