

Walker Birchfield

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EDUCATION

Purdue University, West Lafayette, Indiana
Bachelor of Arts in History, Minor in Computer and Information Technology
Certificates: Cornerstone

Graduating Spring 2026

EXPERIENCE

Purdue University

Ross-Ade Brigade Creative Director

02/2025 – Present

The official student section for Purdue University Football

- Led creative strategy and visual branding for the official student section of Purdue Football
- Designed social media campaigns, game-day graphics, and promotional materials
- Managed content calendar while filming and shooting photography to meet deadlines
- Increased Ross-Ade Brigade's Instagram following by over 1,000 users since February

Ross-Ade Brigade Executive Officer

03/2023 – 02/2025

- Oversaw day-to-day operations of the student section and coordinated between leadership teams
- Planned and executed game-day logistics, including student seating, chants, and event flow
- Developed systems to improve communication and coordination across a student body of over 10,000
- Worked with the Purdue Athletics Department to align activities with game-day operations

Intramural Sports Official

08/2023 – 05/2024

- Officiated flag football games within Purdue University's Intramural Sports program
- Trained and certified to officiate volleyball and softball games
- Selected as one of four referees to officiate a championship game based on performance and reliability
- Gained in-depth experience in sports operations and management through hands-on officiating

Lafayette Aviators

Summer collegiate baseball team competing in the Prospect League

05/2025 – 08/2025

Creative Director

- Produced game-day social media content to be published for fans
- Captured and edited photos during games in order to publish to social media
- Coordinated with players to capture highlights and behind-the-scenes content
- Collaborated with a creative team to create a project surpassing 1 million views
- Optimized social media content for maximum visibility and engagement within Instagram's algorithm

SKILLS

- Photography
- Social Media Strategy
- Adobe Suite Proficiency
- Technical Camera Skills
- Data Organization
- Work Under Pressure
- Team Collaboration
- Microsoft Office
- Attention to Detail
- Time Management
- Communication
- Technical Support