LANCE DAVIS

Lancedavis727@gmail.com | 443-653-5683

EDUCATION

SALISBURY UNIVERSITY | B.A. COMMUNICATION, MEDIA PRODUCTION TRACK | MINOR IN MARKETING | EXPECTED 2028

- Earn Dean's List recognition every semester enrolled; participate in Marketing Excellence Club and WXSU Radio.
- Develop proficiency with professional media equipment, Adobe Creative Cloud and Avid Pro Tools.

EASTERN TECHNICAL HIGH SCHOOL | BALTIMORE, MD — INTERACTIVE MEDIA PRODUCTION PROGRAM | 2024

- Earned Adobe Certified Professional certification and developed proficiency in Photoshop, Premiere Pro, After Effects and Illustrator.

EXPERIENCE

SALISBURY UNIVERSITY — MARKETING VIDEO PRODUCER & SOCIAL MEDIA AMBASSADOR / SPRING 2026 – PRESENT

- Produce 30+ videos for university social media, contributing to 500,000+ views and the university's most-engaged social media posts.
- Represent Salisbury University through marketing and videography at events involving the Baltimore Orioles and Washington Commanders.

SEA GULL SPORTS NETWORK — TECHNICAL PRODUCER & CAMERA OPERATOR / SPRING 2026 – PRESENT

- Produce live NCAA athletic broadcasts through technical production and camera operation.
- Selected to support coverage of an NCAA Lacrosse Tournament, collaborating with directors and production crews.

FREELANCE VIDEOGRAPHER — FREE.LANCE.VIDEO / 2025 – PRESENT

- Produce promotional and event videos for clients, generating 40,000+ views and 2,000+ likes within 30 days.
- Cultivate repeat clients through creative collaboration, reliable service and positively received productions.

MARYLAND PUBLIC TELEVISION — PRODUCTION INTERN / MAY 2026 – AUGUST 2026

- Supported production of MotorWeek, a nationally broadcast automotive television program.
- Served as a production crew member and cinematographer for a live statewide broadcast.

LANCE'S CAR DETAILING — OWNER / 2019 – PRESENT

- Founded and operate an independent detailing business, developing repeat business and long-term customer relationships.
- Direct scheduling, marketing, customer communication and financial transactions.

WEIS MARKETS — GROCERY DEPARTMENT ASSOCIATE / JULY 2022 – JULY 2024

- Oversaw grocery department operations during assigned night shifts, maintaining stocking and organizational standards.
- Managed nightly inventory replenishment while inspecting products for damage and quality.