

# AXEL LASSITER-FLORES

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## EDUCATION

Washburn University, Topeka, KS	July 2017 - December 2025
<b>Bachelor of Science, Mass Media</b>	
<b>Emphasis:</b> Advertising, Sports Production	
Topeka West High School, Topeka, KS	May 2017
<b>Diploma</b>	

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## EXPERIENCE

Content Creator	
<b>Washburn University Men's College Basketball</b>	August 2025 - Present
<ul style="list-style-type: none"><li>Boosted audience engagement by developing and implementing creative social media content strategies.</li><li>Developed targeted campaigns for specific demographics, resulting in higher attendance numbers at games.</li></ul>	
Filmmaker and Football Operations	
<b>Washburn University Men's College Football</b>	March 2025 - Present
<ul style="list-style-type: none"><li>Gameday operations, Content creator, Film editor, Applied technical skills in sports production</li><li>Coaching staff and team personnel collaboration</li></ul>	
Self-Employed	May 2025 - Present
<b>Uber</b>	
<ul style="list-style-type: none"><li>Achieved safe driving records and positive customer feedback by consistently following traffic rules and regulations.</li></ul>	
Sales Professional	September 2024 - April 2025
<b>Noller Auto Group</b>	
<ul style="list-style-type: none"><li>Built strong relationships with customers through personalized service.</li><li>Enhancing client loyalty and repeat business.</li></ul>	
Team Lead	January 2024 - July 2024
<b>Office Depot</b>	
<ul style="list-style-type: none"><li>Monthly Leader in Rewards Signups</li><li>Print services, Inventory management, Merchandising, Graphic design, Building customer relations</li></ul>	
Line Operator/Machine Operator	September 2023 - January 2024
<b>MARS Chocolate Factory</b>	
<ul style="list-style-type: none"><li>Daily performance quotas, Machine maintenance/Repair</li></ul>	
Local Area Manager	May 2022 - September 2023
<b>Boost Mobile</b>	
<ul style="list-style-type: none"><li>Sales training, Inventory management, Managing 9 employees, Scheduling</li><li>Topeka, Manhattan</li></ul>	

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Store Manager/Sales Manager

March 2019- May 2022

**Metro by T-Mobile**

- Sales training for new hires, Inventory management, Sales techniques, Marketing, Social media advertising
- Key holder
- Top salesman 4 months consecutively

Production Line Packer

March 2018 - March 2019

**SMX Staff Management Company**

- Assembled, Packed, Quality control, Worked in a collaborative fast-paced team environment.

Gameday Staff Worker

January 2016 - January 2018

**JaniKing Lawrence Kansas Men's Basketball**

- Cleaning crew, Customer service

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**Skills:** Leadership & training, Adaptability, Computer literacy, Inventory management, Customer relationship management, Problem solving under pressure, Project and event coordination

**Awards:** Top Gun Jet Limo Business Pitch Winner, Washburn University Be Ready Business Pitch Finalist, Washburn University Business Pitch Finalist, Metro by T-Mobile Customer Loyalty Award, Office Depot: Captivating others with Enthusiasm & Personality Award

**Computer:** Microsoft Excel, Microsoft Word, PowerPoint, Adobe Premiere Pro, Adobe Photoshop; Windows OS, OS X, Graphic design, Filmmaking, Videographer, Editor

**Language:** Fluent Spanish, fluent English

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