

AXEL LASSITER-FLORES

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EDUCATION

Washburn University, Topeka, KS July 2017 - December 2025

Bachelor of Science, Mass Media

Emphasis: Advertising, Sports Production

Topeka West High School, Topeka, KS May 2017

Diploma

EXPERIENCE

Content Creator

Washburn University Men's College Basketball August 2025 - Present

- Boosted audience engagement by developing and implementing creative social media content strategies.
- Developed targeted campaigns for specific demographics, resulting in higher attendance numbers at games.

Filmmaker and Football Operations

Washburn University Men's College Football March 2025 - Present

- Gameday operations, Content creator, Film editor, Applied technical skills in sports production
- Coaching staff and team personnel collaboration

Self-Employed May 2025 - Present

Uber

- Achieved safe driving records and positive customer feedback by consistently following traffic rules and regulations.

Sales Professional September 2024 - April 2025

Noller Auto Group

- Built strong relationships with customers through personalized service.
- Enhancing client loyalty and repeat business.

Team Lead January 2024 - July 2024

Office Depot

- Monthly Leader in Rewards Signups
- Print services, Inventory management, Merchandising, Graphic design, Building customer relations

Line Operator/Machine Operator September 2023 - January 2024

MARS Chocolate Factory

- Daily performance quotas, Machine maintenance/Repair

Local Area Manager May 2022 - September 2023

Boost Mobile

- Sales training, Inventory management, Managing 9 employees, Scheduling
 - Topeka, Manhattan
-

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

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
