

# Jordan (Lexie) Hammesfahr

(404) 993-5666 – [LexieHammesfahr@gmail.com](mailto:LexieHammesfahr@gmail.com) – [www.LexieHammesfahr.com](http://www.LexieHammesfahr.com)

---

## EDUCATION

---

### Southern Methodist University

Dallas, TX

*Bachelor of Arts, Journalism*

May 2014

*Minor, Arts Entrepreneurship & Fashion Media*

- Presidents Scholar; Nominated for the Society of Professional Journalists' "Mark of Excellence" Award
- Adelphi Award 2013: Greek woman of the year; Vice President for Student Affairs Student Advisory Board

## EXPERIENCE

---

### DoodleCakes Catering

Dallas, TX

*Owner*

June 2008 – Present

- Managed day-to-day operational activities for pastry catering company including marketing, event management, and product creation.
- Catered a variety of events for concerts, individuals, and companies, insuring that all customer needs were met.
- Reconciled all revenues and expenses as well as tracked accounts payable and receivables.

### Newsy

Columbia, MO

*Digital Content Producer*

May 2015 – March 2016

- Co-host of 20 award season specials called "Newsy Predicts," and updates on the Newsy live-stream.
- Strategized writing styles to find a voice that resonates with Newsy's audience.
- Pitched, wrote, edited and produced up to 3 stories daily. Averaged 7 videos for special events under hour deadlines.
- Responsible for social media content for daily stories and award season coverage.

### AfterBuzz TV

Los Angeles, CA

*Host*

July 2014 – May 2015

- Hosted 30 Dance Moms, 13 Parks and Recreation, and 12 Homeland live YouTube shows.
- Managed daily and show interaction with show fans across YouTube, Facebook, Twitter and Instagram.
- Covered Palm Springs International Film Festival, and interviewed stars based on extensive research.

### E! News

Los Angeles, CA

*Media Coordinator Trainee*

June 2014 – May 2015

- Assisted producers with 2-3 daily stories, scratch tracks, research breaking and overnight news.
- Transcribed interviews and compile clips for use in shows.
- Cross-trained as Weekend Show AP; tracked talent, and fixed show packages.
- Negotiated up to 20 daily video and photo acquisitions from paparazzi, managed up to \$10,000 paparazzi budgets, edited, produced, and monitored 10-15 clips for use on set.

### Entertainment Tonight

Los Angeles, CA

*Production Intern*

Seasonal: Summer 2013 – May 2014

- Assistant Producer for Kim Kardashian and Kanye West Wedding in Florence, Italy
- Assisted with preparations and coverage of the Palm Springs International Film Festival and the 71<sup>st</sup> annual Golden Globes.
- Worked Comic Con 2013 interviews as Production Intern for senior news producer.

### SMU-TV

Dallas, TX

*News Director*

Aug. 2013 – May 2014

- Oversaw production of SMU-TV Daily Update, and aided in transition to HD studio as well as directed video editors.
- Responsible for the JFK Anniversary story content and reported from the 50th Anniversary commemoration ceremony.
- Performed a Skype interview with Dan Rather about his coverage of the assassination of JFK.

## VOLUNTEER ACTIVITIES

---

### Student Foundation 2011 Family Weekend Taste of Dallas Dinner

Dallas, TX

*Chairman*

Jan. 2011 – Oct. 2011

- Responsible for planning, recruiting, and coordinating multiple restaurants, decorating, entertaining, ticket sales, and creating menu for 500 person dinner.