
Amr Abdalla

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Summary

USF graduate with a B.A. in Mass Communications and proven success across media, sports, and public service. Founded and currently managing @miamiheat.daily on Instagram, growing its audience to nearly 50,000 followers through creative content, collaboration, and community engagement. Helped launch Tampa Bay's first professional women's soccer team by leading digital platforms and serving as the team's in-game USL Super League contact. Currently PST certified and serving as a 9-1-1 Call Taker, demonstrating composure, accuracy, and clear communication in high-pressure situations. Skilled in Adobe Create Suite, Microsoft Office, and technical systems, with a track record of meeting strict deadlines and delivering under pressure.

Skills

- Adobe InDesign (certified)
- Adobe Photoshop (certified)
- Adobe Premiere Pro
- Microsoft Excel (certified)
- Microsoft Word (certified)
- WordPress
- HubSpot
- Recording live stats
- Computer-Aided Dispatch
- 9-1-1 PST (certified)
- NCIC/FCIC
- Email/social media marketing
- Content creating/planning
- Professional-level writing
- Typing at 80 WPM

Experience

DIGITAL COMMUNICATIONS DISPATCHER | 05/2025 - Current

Hillsborough County Sheriff's Office - Tampa, Florida

- Answering and triaging high-volume emergency and non-emergency calls, ensuring rapid and accurate recording of information
- Maintaining composure in high-pressure situations while collecting and relaying critical information
- Demonstrating strong problem-solving and multitasking skills in a fast-paced environment

CONTENT CREATOR | 05/2015 - Current

Instagram / @miamiheat.daily

- Sharing stats, reporting news, making edits
- SeatGeek Ambassador / Instagram Creator Program
- Followed by big-name celebrities and athletes, including DJ Khaled and Udonis Haslem

DIGITAL MARKETING SPECIALIST | 07/2024 - 03/2025

Tampa Bay Sun FC - Tampa, Florida

- Planned, created, and put out relevant social media content among multiple platforms
- Updated and kept all website pages up to date, including schedule, roster, news articles, etc
- Put together and sent out all club emails through HubSpot

- Provided live updates for all matches
- Was the main point of contact for Opta on gamedays, updated them on all fouls, subs, goals, etc
- Created surveys to gather fan feedback

COMMUNICATIONS INTERN | 08/2021 - 03/2023

USF Athletics - Tampa, Florida

- Assisted with setting up and attending sporting events
- Supported staff in arranging meetings, maintaining daily schedules, and updating files
- Helped with writing articles, creating graphics, and putting out social media posts
- Worked with ESPN during USF Football games (Live stats)
- Recorded and inputted stats at matches

Education

University of South Florida - Tampa | Bachelor of Arts

Mass Communications, 05/2024

- 3.97 GPA
- Scripted and directed a mini show
- Filmed and edited a five-minute documentary
- Hands-on experience with lighting, audio, and visual aspects of TV production
- Conducted interviews during events
- Wrote news stories on real-world current events
- Produced and edited news packages

Work Samples

- Mascot Reveal Teaser: https://www.instagram.com/reel/DE2hD6xRvg1/?utm_source=ig_web_button_share_sheet
- Sun vs. Spokane Game Recap: <https://www.tampabaysunfc.com/news/2024/12/14/flint-brace-leads-sun-comeback-in-fall-finale/>
- Documentary Project: <https://youtu.be/eDVcpCfJ0-o?si=S302ibYyCs7VmDEM>
- Whip PKG: https://youtu.be/yfPNpfyaKbM?si=uTlkphgKsE_NmTM
- Final Show Project: <https://youtu.be/89S07up5Zz8>
- Documentary Project: <https://youtu.be/eDVcpCfJ0-o?si=S302ibYyCs7VmDEMhttps://youtu.be/89S07up5Zz8m>
- USF Football Stadium Story: <https://docs.google.com/document/d/1zYcR3K27u3VG83IVToduwA9-gQuQOzIP/edit?usp=sharing&oid=117854911670433137196&rtpof=true&sd=true>
- Hurricane News Report: <https://docs.google.com/document/d/1skJzQVcmGdgBVmws95gDtQWHskB4eNWI/edit?usp=sharing&oid=117854911670433137196&rtpof=true&sd=true>
- AAU News Report: <https://docs.google.com/document/d/1dfUBvFHV1ayJ-wyFZ0o-LilkHFkbsL1/edit?usp=sharing&oid=117854911670433137196&rtpof=true&sd=true>