

JON JACOBSON

Writer / Producer / Multimedia Storyteller

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WORK EXPERIENCE

MISSIONWIRED (*formerly Chapman, Cubine, Allen + Hussey*) – Arlington, VA/Remote December 2020–Present
Video Editor (Contract)

- Write and produce digital video [ads](#) for the International African American Museum, US Holocaust Memorial Museum, World Jewish Congress, National Academy Foundation, City of Hope National Cancer Institute, and Trust for Public Land.
- Follow client brand guidelines and create multimedia content to drive revenue, engagement, and web traffic.

CLASSICALLY CONNECTED (*formerly Si-Yo Music Society Foundation*) – New York, NY/Remote June 2021–April 2022
Communications Coordinator

- Created and implemented social media strategy; reported on analytics, social/email benchmarks, and KPIs.
- Produced daily multimedia content and managed day-to-day editorial operations including email campaigns, newsletters, blogs, social posts, event programs, artist bios, and webinar invitations.
- Wrote and edited grant proposal applications.

METABILIA (*formerly I Got It Inc.*) – New York, NY/Remote July 2020–December 2020
Content Coordinator (Contract)

- Led social media marketing campaigns in collaboration with notable clients such as the New Orleans Saints, New Orleans Pelicans, and the Premier Lacrosse League.
- Created and managed all digital content; significantly grew the company's social media following (+600%) on all platforms.
- Produced daily videos, graphics, logos, instructional tutorials, marketing promos, and other multimedia content.

MYPLAY, INC. – New York, NY/Remote January 2019–November 2019
Social Media Manager

- Managed all social media channels for MyPlay USA and MyPlay Israel; produced multimedia content for clients including high schools, colleges, and professional sports teams.
- Created a wide range of web content including daily social posts, weekly highlight videos, tutorials, and marketing promos.

SPORTS INFO SOLUTIONS – Coplay, PA February 2018–October 2018
Video Scout

- Collected data, performed research, handled confidential information, and analyzed player strengths and weaknesses for various SIS clients, including 26 Major League Baseball teams.
- Scored and pitch charted hundreds of MLB, MiLB, and NCAA baseball games.
- Assisted with production of the *2019 Bill James Handbook*.

BOWIE BAYSOX – Bowie, MD March 2017–January 2018
Communications & Marketing Assistant

- Produced daily stat packs and game notes via Adobe InDesign; created video highlights for social media via Adobe Premiere.
- Updated team website using HomeBase, including postgame recaps, roster moves, and press releases; interviewed players and coaches to write feature stories for the “BayWatch” game day program.
- Official MiLB Gameday Stringer for all Baysox home games.

CHRIS WAYNE & ASSOCIATES – Washington, D.C. September 2016–March 2017
Production Assistant (Volunteer)

- Live event planning and production, including the 5th annual Concordia Summit at the Grand Hyatt in New York; supported event managers and assisted staff members by filling various roles.

WIVT/WBGH NEWS 34 – Binghamton, NY January 2013–May 2013
News & Sports Intern

- Produced and edited local news content for broadcast, including live games for Binghamton Mets and Binghamton Senators.
- Conducted interviews and statistical research to write scripts for news anchors using ENPS.
- Edited VO and SOT footage for nightly TV newscasts.

WTNH NEWS 8 – New Haven, CT June 2012–August 2012
Sports Intern

- Created rundowns and wrote scripts for sports anchors via iNews.
- Recorded live games and edited VO and SOT footage using AVID.
- Interviewed professional athletes and coaches for feature stories.

EDUCATION

QUINNIPIAC UNIVERSITY – Hamden, CT September 2016
▪ **Master of Science in Sports Journalism (Broadcast/Multimedia)**

BINGHAMTON UNIVERSITY – Binghamton, NY May 2013
▪ **Bachelor of Arts in English (Rhetoric & Global Culture)**
▪ Clubs: Sports Statistics & Law Collective, Sports Debate

DIGITAL PORTFOLIO

FANSIDED 2022–2023
▪ [Writer](#) (Independent Contractor) for FanSided’s official Boston Celtics website.

THE LEAD 2020–2022
▪ [Contributor](#) for popular NBA fan site.
▪ Produced [“Thank You Jeremy \(What Linsanity Means to Me\).”](#)

TOMMYPOINT.COM 2015–2020
▪ Created original Boston Celtics blog.
▪ Wrote [“Dear Kobe: A Letter from a Celtics Fan.”](#) which went viral on social media and reached millions of readers. Published twice in *HOOP Japan* magazine (June 2016, February 2020).

CELTICSLIFE.COM 2011–2012
▪ [Columnist](#) for popular Boston Celtics blog (voted 2011 CBS Reader’s Choice for Boston’s Best Sports Blog).
▪ Recruited after five months of independent Celtics blogging.

SPECIALIZED KNOWLEDGE/TECHNICAL SKILLS

- **Writing & SEO**
 - MS Office, Blogger, WordPress
- **Video Production & Graphic Design**
 - Canva, Adobe InDesign, Adobe Premiere, Adobe Prelude, Adobe Photoshop, AVID, GarageBand
- **Email/Social Scheduling & CRM**
 - Buffer, Lately Social, Constant Contact
- **Social Media Management**
 - [Twitter](#), Facebook, Instagram, TikTok, Snapchat, [YouTube](#), [LinkedIn](#)
- **Presentation & Communication**
 - Slack, Monday, Google Docs, Google Workspace, Prezi, Infogr.am
- **Research**
 - LexisNexis, JSTOR

LEADERSHIP/ADDITIONAL ACTIVITIES

- Asian American Journalists Association (AAJA) Member
- Course Certification: Fundamentals of Global Sports Management, NYU Preston Robert Tisch Institute (2021)
- Concordia Summit Volunteer (2016)
- Server/Bartender: Bartaco, Reston, VA (2015) and Buffalo Wing Factory, Reston, VA (2013–15)
- Coached 8th and 9th grade basketball teams
- Great Falls Little League Umpire