

Jordan Burr

Knowledgeable Social Media Strategist experienced in executing social media strategies across social platforms. Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement.

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EXPERIENCE

BYU Athletics, Provo, UT — *Social Media Strategist*

JAN 2023 - PRESENT

- Increased brand and fan engagement through strategic planning on social media
- Work hand-in-hand with a videographer
- Post important information and big plays on all social platforms in a timely manner on game day

BYUtv, Provo, UT — *Media Production Specialist*

MAR 2023 - MAY 2023

- Helped produce BYU Sports Nation as editor and AD
- Edit videos together in a timely manner to send down to the production room before air time
- Help direct and sell as the show goes on to keep it lively and entertaining with the videos made for the day

Daily Universe, Provo, UT — *Sports Writer*

AUG 2023 - PRESENT

- Plan and execute weekly interviews for stories
- Write weekly multimedia stories for the Daily Universe sports desk
- Shoot photo and video voluntarily or asked too for coverage help

EDUCATION

Brigham Young University, Provo, UT — *Bachelors*

AUG 2021 - PRESENT (Expected in 2025)

Studying Communications with an emphasis in Journalism and Sports Media/Broadcasting.. Minor in Business.

Chaparral High School, Temecula, CA — *Diploma*

AUG 2017 - JUNE 2021

- GPA: 4.0, in Top 20% of class

Extracurricular Activities: Student Government, Cheer, Show Choir, Track, and Lacrosse

SKILLS

Communication/Hardworking

Upbeat & Positive Personality

Visual Storytelling

Brand Development & Awareness

Social Media Marketing

Adobe Premiere/Editing

AWARDS

Honor Roll - All years of High School (2017-2021).

Emerald Puma Nominee - Was one of our five students in the whole graduating class to be nominated as overall student.

National Honors Society - Member for both my junior and senior year.

Student Body President - Was elected as Junior Class President then Student Body President senior year.

PROJECTS

Spokesperson/Host Reel

<https://vimeo.com/732582277>

