

Jaylon Thompson

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EDUCATION

The University of Georgia - Athens, GA

August 2013-May 2017

Bachelor's Degree in Digital and Broadcast Journalism

Minor: Sociology and Sports Media

JOURNALISM EXPERIENCE

247Sports/CBS Interactive Atlanta, GA

April 2020 - Present

NewsDesk Writer

- Produced content ranging from trending stories to recruiting news that came across the wire.
- Monitored SEO optimization via Google Analytics to support content on 60 Facebook vertical pages.
- Promoted brand awareness utilizing social media platforms that drive audiences to company website.
- Worked full-time in the position.

Alliance of American Football Atlanta, GA

January 2019-April 2019

Atlanta Legends Team Reporter

- Executed content (features, game stories, analysis, and previews) for the Atlanta Legends.
- Managed daily content plan for deciding which articles appear on team website.
- Assisted in producing weekly player profiles that aired on different platforms (Twitter, Facebook, Instagram)
- Worked full-time in the position.

Fox Sports Atlanta, GA

April 2018- Present

Social Media Correspondent

- Handled in-game social media content for Fox Sports properties covering the Nashville Predators and Atlanta Braves.
- Generated highlights through social video editing software Wildmoka and Snappy TV.
- Amplified audience engagement with an influx of gifs, photos, and videos on Twitter and Facebook.

Fayette County News Fayetteville, GA

December 2017-January 2019

Sports Reporter

- High schools sports coverage on six local high schools in the area.
- Enhanced daily news cycle with content streamlined for both print and digital platforms.
- Cultivated relationships with key stakeholders (parents, coaches, student-athletes) in the county.
- Partnered with editors to help create pagination of the sports section.

Major League Baseball (MLB.com) Atlanta, GA

May 2017-June 2018

Associate Reporter/ Part-time NewsDesk Writer

- Covered the Atlanta Braves and Major League Baseball through daily beat coverage.
- Developed breaking news content along with features, analysis, and enterprise stories.
- Acquired digital tools as a **part-time** reporter with the website's News Desk.

United States Olympic Committee (Team USA) Rio de Janeiro, Brazil

August 2016

Student Reporter

- Traveled to Rio de Janeiro, Brazil and wrote features on Team USA athletes.
- Wrote a minimum of two articles (gamers, profiles, etc) each day and assisted esteemed journalists with Olympic coverage.
- Published stories on U.S. Olympians in the Atlanta Journal-Constitution and TeamUSA.org
- Covered the entire Olympics and reported on gold medal matches in sports like Archery, Track and Field, and Judo.

Atlanta Journal-Constitution Atlanta, GA

May 2016-July 2016

Sports Intern

- Collaborated with beat reporters in driving content (features, gamers, and profiles) for multiple platforms.
- Operated different applications for recording postgame interviews from multiple sporting events.
- Communicated alongside photographers for best images to run with stories.

Houston Chronicle Newspaper Houston, TX

May 2015-July 2015

Sports Intern

- Wrote features, gamers, enterprise, and analysis stories for Houston's major professional/collegiate sports teams.
- Undertook coverage of the 2015 Women's Soccer World Cup and produced story that reached front page of the newspaper.
- Performed tasks for various stories on the newspaper's print and digital platforms.

SKILLS

Computer Skills: Microsoft Office Suite (Word, Powerpoint, Excel, Publisher) and Adobe Creative Cloud Suite.

Social Media Skills: Proficient in cultivating content on Twitter, Facebook, Instagram, Snapchat, Snappy TV, Wildmoka.

Content Management Skills: Proficient knowledge of CMS systems: WordPress and Wix.