

JONATHAN HARPER

EXPERIENCE

- Social Media Marketing Manager** **2016 - Present**
St. James Parish School District **Lutcher, LA**
- Review web and social media analytics daily to optimize viewership growth.
 - Produce promotional videos that appear on Facebook, Twitter, YouTube and Instagram.
- Multimedia Journalist/Sports Reporter** **2013 - 2015**
KSPR-TV **Springfield, MO**
- Reported and produced general assignment news stories for various newscasts.
 - Reported sports stories for various sportscasts.
 - Shot, wrote, and edited all stories.
 - Went live from news and sports stories.
 - Strategically posted content to station's social media outlets and websites based on peak traffic times.
- Sports Reporter Intern** **2012 - 2013**
KABC-TV **Los Angeles, CA**
- Interviewed members of Los Angeles Lakers and Clippers at practice and after games.
 - Reported on Media Day at the 2013 College Football Bowl Championship Series.
- Multimedia Journalist/Producer** **2012 - 2013**
NCC News Online **Syracuse, NY**
- Shot, wrote and edited sports stories for Syracuse University.
 - Covered breaking news in upstate New York for online news outlet.
 - Generated original enterprise stories.
- Retail Sales Representative** **2009 - 2012**
Verizon Wireless **Long Beach, CA**
- Top 10 sales performer in region of 1,500 sales representatives.
- Retention Coordinator/Marketing Director** **2007 - 2009**
College Bound **Cerritos, CA**
- Prepared 60 high school seniors each year for four-year universities.
 - Advised students and assisted them with SAT and ACT preparation.
- Sales Associate** **2006 - 2008**
Holt, Reinhart & Winston **Los Angeles, CA**
- Presented new desktop and tablet applications to school administrators and teachers.
 - Key member of sales team that exceeded multi-million dollar sales goals in region.
- Director of Marketing and Advertising** **2004 - 2007**
Here We Go Entertainment **New Orleans, LA**
- Production Assistant** **2006**
ESPN **Bristol, CT**

ACTIVITIES/HONORS

- Xavier University Men's Basketball team captain, 2003-2005.
- All-conference basketball player, Gulf Coast Athletic Conference, 2004 & 2005
- Excellence in Media Award, National Alliance on Mental Illness, Southwest Missouri, 2014
- American Red Cross disaster relief volunteer.

EDUCATION

- Syracuse University, S.I. Newhouse School of Public Communications**
- 2013 Master of Science: Broadcast and Digital Journalism
- Xavier University, New Orleans, LA**
- 2005 Bachelor of Arts: Mass Communication