



Jolie Brown

Videographer and Media Creative

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EXPERIENCE

Sporting Kansas City — Digital Content Intern

January 2026 - present | Kansas City, Kansas

Create social-first content for Sporting KC across Instagram, TikTok, Facebook, YouTube, X, and the Sporting KC app. Support digital strategy through trend research, analytics, tagging, and community engagement. Assist with matchday and event coverage, capturing real-time moments that elevate fan experience and strengthen the Sporting KC brand. Collaborate across departments to maintain consistent, high-quality digital storytelling for all Sporting Club entities.

Nike EYBL & Athlete.Ai — Videographer & Content Creator

April 2025 - present | Various Locations, USA

Create content for premier grassroots basketball tournaments and Nike EYBL showcases. Tell the stories of top high school athletes through highlight reels, behind-the-scenes footage, and social-first content. Boost athlete visibility and support recruitment with fast-turnaround, engaging videos. Collaborate with a nationwide creative team to produce real-time, high-impact content aligned with Nike's brand.

T-Mobile Center — Marketing & Communications Intern

Spring 2025 | Kansas City, Missouri

Support marketing initiatives, including event promotion, digital strategy, and partnership marketing. Assist with content creation, social media planning, copywriting, multimedia curation, etc., to strengthen brand awareness. Conduct market research, track engagement, and analyze marketing performance. Collaborate with the marketing team to drive ticket sales, promote events, and enhance the fan experience.

Kansas City Monarchs Baseball—Video Production Intern

April 2024 - September 2025 | Kansas City, Kansas

Capture game highlights, interviews, and off-field footage for the 2024 and 2025 American Association baseball seasons. Produce quick, engaging content in a fast-paced environment. Collaborate to enhance the team's brand across social media and other platforms.

The Swift Club—Digital Marketing & Partnerships Associate (Intern)

Fall 2025 | Remote

Drive brand growth through social campaigns, influencer partnerships, and digital initiatives. Develop Instagram/TikTok content strategies, UGC concepts, and trend-informed campaigns. Manage creator outreach, PR gifting, referral growth, and community seeding while supporting brand storytelling. Collaborate with the founding team to shape and amplify The Swift Club's brand identity online and offline.

Jordan Photography — Seasonal Social Media Manager

Winter 2025 | Lawrence, Kansas

Oversee digital content and storytelling across Instagram, Facebook, and TikTok during the holiday season. Capture and edit photo/video content, manage posting schedules, and develop strategies that highlight the Santa photography experience and drive bookings. Collaborate with owners and staff to coordinate content needs and support on-site operations while maintaining a consistent brand presence.

CERTIFICATIONS

Adobe Premiere Pro

Email Marketing

SKILLS

Video Editing Software:

- Adobe Premiere Pro
- Final Cut Pro X
- Adobe After Effects
- Davinci Resolve
- CapCut

Graphic Design Software:

- Adobe Illustrator, InDesign, Lightroom, & Photoshop
- Canva

Internal Software:

- Metricool
- Monday.com
- Showtime
- Rundown Creator
- Blox
- Wix

Other:

- Proficient with most camera, audio, and lighting hardware
- Social Media development, design, and campaigning
- Videography
- Photography
- Video and Photo Editing
- Public Speaking
- Organizing Events
- Script Writing
- Quick problem-solving

LEADERSHIP EXPERIENCE

Jayhawk Jukebox— *Head Producer*

January 2023 - present | Lawrence, Kansas

Lead all aspects of weekly broadcast productions, guiding a team to create high-quality, engaging content. Manage segment planning, content development, and on-set operations for smooth execution. Mentor team members on equipment and techniques while fostering collaboration. Drive original content creation to elevate creative vision and production value.

The University Daily Kansan (UDK)— *Video Editor*

December 2024- present | Lawrence, Kansas

Lead the video team and oversee all content production. Manage and upload content for TikTok and YouTube, developing strategies to maximize engagement. Collaborate with editors and creative teams to produce high-quality event coverage, sports highlights, feature stories, and miscellaneous projects. Ensure videos fit seamlessly across all digital platforms to broaden audience reach.

TEDxKU —*Video & Production Lead (2025), Creative Director (2026)*

May 2024 - present | Lawrence, Kansas

Plan and execute TEDxKU events from concept to completion. **Video and Production Lead**- Lead a team of videographers, producing all marketing content and full event-day coverage across pre-production, filming, and post-production. **Creative Director**- Oversee social media strategy, creative direction, and the visual identity of the organization across online and in-person platforms.

Kappa Delta Sorority

August 2022 - present | Lawrence, Kansas

- **Chapter Videographer** | December 2022- present
- **Vice President- Events and Programming** | November 2023- November 2024
- **Director of Member Retention** | December 2022- November 2023

EDUCATION

The University of Kansas

August 2022 - present | Lawrence, Kansas

Double majoring in Film and Media Studies and Journalism with a media and production emphasis. Active member of Kappa Delta Sorority, Jayhawk Jukebox broadcast show, The University Daily Kansan, and TEDxKU Executive Board.

Blue Valley CAPS (Center for Advanced Professional Studies)

January 2022 - May 2022 | Overland Park, Kansas

Completed hands-on professional coursework focused on video design and production. Gained proficiency with high-level camera and audio equipment and professional editing software. Earned Adobe Premiere Pro certification.

Blue Valley West High School

August 2018 - May 2022 | Overland Park, Kansas

Anchored, produced, and edited the broadcast show “Jagged Edge” all four years, managing content and social media to grow viewership and engagement. Served as sports announcer and key on-air personality, delivering live commentary and play-by-play for school events. Selected member of JPCo (Jaguar Pride Coalition), a prestigious leadership group collaborating with administration and peers to plan and execute school-wide assemblies, events, and fundraising initiatives that shaped the student experience.

CONTENT LINKS

Website Links

- [JBFilms](#)
- [Nike EYBL](#)
- [KC Monarchs](#)
- [T-Mobile Center](#)
- [Jayhawk Jukebox \(Media Crossroads\)](#)
- [The Kansan](#)
- [TEDxKU](#)
- [Kappa Delta](#)
- [BVW Jagged Edge](#)

Youtube Links

- [JBFilms](#)
- [Nike EYBL](#)
- [KC Monarchs](#)
- [Jayhawk Jukebox](#)
- [Media Crossroads](#)
- [The Kansan](#)
- [TEDxKU](#)
- [BVW Jagged Edge](#)

Instagram Links:

- [JBFilms](#)
- [Nike EYBL](#)
- [KC Monarchs](#)
- [T-Mobile Center](#)
- [Jayhawk Jukebox](#)
- [The Kansan](#)
- [TEDxKU](#)
- [Kappa Delta](#)

TikTok Links:

- [KC Monarchs](#)
- [T-Mobile Center](#)
- [Jayhawk Jukebox](#)
- [The Kansan](#)

X (Twitter) Links:

- [KC Monarchs](#)
- [T-Mobile Center](#)

Linkedin:

- [Jolie Brown LinkedIn](#)