

Jolie Brown

Social Media Strategist | Content Producer | Creative Marketing Professional

EXPERIENCE

Social House Entertainment | Social Media Coordinator

July 2026 - Present | Various Locations, USA

- Lead social strategy for 20+ live music festival brands, driving audience growth, engagement, & ticket sales
- Produce real-time content across nationwide festivals while preserving each brand's voice & fan experience
- Execute integrated campaigns across all digital/social, influencer, on-site, & community marketing channels
- Optimize content strategy using audience insights, trend forecasting, & campaign performance analytics

Sporting Kansas City | Digital Content Intern

Spring 2026 | Kansas City, Kansas

- Created social-first content across all digital platforms supporting 2026 matchday coverage & online presence
- Developed and executed the "18th & Vine" kit launch campaign across digital, influencer, & live activations
- Supported the Soccer Capital Summer campaign & the Off the Pitch podcast ahead of the 2026 FIFA World Cup

Nike EYBL & Athlete.AI | Videographer & Content Creator

April 2025 - May 2026 | Various Locations, USA

- Captured real-time content at premier Nike EYBL events featuring the nation's top youth basketball talent
- Partnered with creatives to deliver quick-turnaround branded content for nationwide digital distribution
- Shaped and developed Athlete.AI's visual identity through editing, storytelling, & social-first content strategy

T-Mobile Center | Marketing & Communications Intern

Spring 2025 | Kansas City, Missouri

- Executed all campaigns promoting concerts, sporting events, live entertainment, and venue experiences
- Created graphics, photography, video, & copy supporting venue-wide marketing campaigns on all platforms
- Analyzed audience insights, trends, & campaign performance to optimize marketing strategy & engagement

Kansas City Monarchs Baseball | Videographer

April 2024 - September 2025 | Kansas City, Kansas

- Produced game-day, player, & behind-the-scenes content for digital platforms & in-stadium entertainment
- Helped drive 14.4M+ impressions, 3.9M+ accounts reached, & 12,079 new followers during the 2025 season
- Drove 704% Instagram view growth and 134% follower growth through game-day and feature storytelling

LEADERSHIP

Jayhawk Jukebox | Head Producer

January 2023 - May 2026 | Lawrence, Kansas

- Produced 40+ live weekly broadcast shows, overseeing planning, talent coordination, & technical execution
- Assistant produced & floor directed 20+ additional live broadcast shows and served as Lead Overall Editor
- Created 60+ pre-produced entertainment/promo segments, maintaining high-quality content flow weekly
- Mentored 30+ student creators on broadcast equipment, studio workflows, and live production execution

The University Daily Kansan (UDK) | Video Editor

December 2024- May 2026 | Lawrence, Kansas

- Led the video department, managing production, scheduling, & creative direction for 50+ student contributors
- Created 100+ videos for all sections including sports, news, arts & culture, feature stories, & digital content
- Managed publishing across YouTube, TikTok, & Instagram, optimizing content for each platform's audience

TEDxKU | Video & Production Lead (2025) | Creative Director (2026)

May 2024 - May 2026 | Lawrence, Kansas

- Directed creative strategy across branding, marketing, live event production, & audience engagement efforts
- Led cross-functional teams in developing promo campaigns, multimedia content, & branded event assets
- Captured, edited, and published real-time event content, delivering live coverage across social platforms

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EDUCATION

University of Kansas

B.S. Film & Media Studies

B.S. Journalism

May 2026

CERTIFICATIONS

Adobe Premiere Pro

Email Marketing

SKILLS

Video Software:

- Adobe Premiere Pro
- Adobe After Effects
- DaVinci Resolve
- Final Cut Pro X
- Slate

Design Software:

- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Canva

Marketing Software:

- All Social Channels
- Sprout
- Metricool
- Monday.com
- Rundown Creator
- Blox
- Wix

Production:

- Videography
- Photography
- Social Media
- Content Creation
- Live Events Coverage
- Sports Coverage