


# JAKE HARRIS

## PROFILE

University of Central Oklahoma Mass Communications graduate with 4+ years of experience. Aiming to produce engaging stories across various platforms, interact with and inform the community, and work to ensure strict compliance with all applicable deadlines. Frequently praised as creative and a leader by my peers, I can be relied on to help your company reach its goals.

## CONTACT

 jakesbox8@aol.com

 405-657-6488

 jakesbox8.wixsite.com/website-1

  jake\_harris8

## REFERENCES

- Jim Skaggs, Advisor  
(405) 850-5926
- Eric Lyons, Former Teacher  
(405) 740-4899
- Lacy Remy, Manager  
(405) 229-5314

## WORK EXPERIENCE

### **Lululemon Athletica, Social Media Manager, Educator**

SEPTEMBER 2016 - PRESENT

- Manage digital marketing campaigns across various platforms
- Plan and implement company communication and marketing strategies
- Utilize social media analytic tools to track consumer engagement and adapt strategies to target areas
- Monitor online presence and interact with the community to strengthen customer relationships
- Facilitate relations with sweat influencers in the community to expand reach and create partner events

### **UCentral/Vista, MMJ, Anchor, Radio, Sports, Podcast**

FALL 2017 - PRESENT

- Generate unique and informative multimedia stories
- Anchor, Live Reporter, sports anchor experience
- Sony, Canon, Panasonic Video/DSLR knowledge
- Work cohesively with news crew and reporters
- Radio, play-by-play/color sports, podcast experience

## SKILLS

- Eight Years of Professional Photography Experience
- Adobe, Microsoft, HootSuite, Buffer Experience
- Extensive Sports Knowledge and Experience
- Coachable, Driven, Creative, Leader

## EXTRACURRICULAR

- Sigma Alpha Epsilon (ΣAE) - President, Founding Father
- University of Central Oklahoma Hockey Announcer
- First Place OBEA Entertainment News Show
- Third Place OBEA Radio Sports Play-By-Play Winner
- Film Photographer
- Distinguished Service Graduate Award