

# Jessica Lynn McClintock



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## Volunteer

- Habitat for Humanity (2014)
- NFL 7 on 7 Liaison (2014)
- Colts Blue Golf Outing - raised \$2800 for the Dream Alive Foundation (2014)
- Women's Big Ten Tournament in Indianapolis (2014), Media Volunteer
- Boiler Gold Rush, Team Leader (2010-2011) & Team Supervisor (2012-2013)
- Dean's Ambassador, College of Liberal Arts (2011-2013)
- Indiana Soccer Foundation Annual Golf Outing, Volunteer (2010-2012)
- NCAA Women's Basketball Final Four, Volunteer (2011)

## Marketing/Cheer Social Media Analytics



- Increased the average page visits by 70 in six months

[www.facebook.com/NFLColtsCheer](http://www.facebook.com/NFLColtsCheer)



- Average 454K impressions a month

[twitter.com/ColtsCheer](https://twitter.com/ColtsCheer)



- Average 365 likes per post

[instagram.com/coltscheer](https://instagram.com/coltscheer)

## Awards

- Jay Benner Cooperider Memorial Scholarship (2012-2013)
- Planck Study Abroad Scholarship (2012)
- McDowell and Gillian Memorial Fund Study Abroad Scholarship (2012)
- John DeCamp Future Broadcasters Scholarship (2010-2012)
- Dean's List & Semester Honors (2010)

## Education

**Purdue University**  
**Bachelor of Arts, Public Relations and**  
**Rhetorical Advocacy**

- Certificate in Entrepreneurship
  - Minor in Organizational Leadership and Supervision
- August 2009 - December 2013  
GPA: 3.43/4.0

## Experience

### Assistant to the Marketing Department (Cheerleading)

*Indianapolis Colts, Indianapolis, Ind.*

*May 2014 - Present*

- Schedule over 300 appearances for the team to promote the organization and interact with fans and sponsors throughout the season
- Manage, produce and monitor the various social media pages for the team including Twitter, Facebook and Instagram
- Help with the Junior Cheer program during clinics and game days, which had 262 attendees last year and raised over \$138,000.24 for the department
- Adjust the cheer webpage by adding photo galleries and changing the home page to coordinate with current events under the supervision of the digital department
- Coordinate numerous events for the squad including the calendar release party, the calendar photo shoot, game day appearances, junior cheer clinics, our annual cheer competition and squad activities along with assisting other departments with their events

### Assistant to the Facilities Manager

*Purdue University Athletics, West Lafayette, Ind.*

*December 2013 - April 2014*

- Assisted with duties in managing the first and second rounds of the NCAA Women's Division I Basketball Tournament at Mackey Arena
- Oversaw a budget of \$7,000 for catering during the tournament
- Designed and updated the site-specific manual and staff manual that was delivered to all participants and employees before the tournament

### Intern with Athletics Communications

*Purdue University Athletics, West Lafayette, Ind.*

*August 2009 - December 2013*

- Held game-day responsibilities for 11 athletic teams ranging in duties from writing in- and post-game notes, live tweeting from a Purdue sports account, escorting guests, running stats, recording quotes and assisting with post-game press conferences
- Published online photo galleries using Netitor for various sports, updated and created media guides used for Purdue Men's and Women's Tennis, Track and Field and Cross Country teams as well as updated game notes and flip cards for Women's Basketball using Adobe InDesign
- Managed, with a team, the social media content during athletic events to a fan base of 23.7K on game-day action through Twitter

### Corporate Challenge Intern

*Indiana Sports Corp, Indianapolis, Ind.*

*June 2013 - October 2013*

- Coordinated the two-day event that had a record-breaking 133 teams and over 8,000 participants
- Supervised a sponsorship budget of over \$120,000 with 28 sponsors from within the Indianapolis area
- Composed a monthly newsletter sent to over 150 Team Captains

## Skills

Event Planning



Social Media



InDesign



Final Cut Pro7



Microsoft Office



Outlook



Photo Mechanic



Web Page Building

