

JORDAN ALLISON



jordanmallison.com



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ABOUT ME

I am passionate about all things sports; playing, watching, designing, photographing, and writing. I love telling the stories of student-athletes through visual content. Over the past four years, I have been able to utilize this passion of mine to showcase the talents of student-athletes through digital design and communication. I am fortunate that I currently get to fulfill my passion as the Director of Communications at the University of West Alabama.

I have four years of experience in athletic communications, specifically in the NCAA Division II Gulf South Conference, and two years of experience working as a freelance photographer. As a former college athlete, I relate well to student-athletes, which also helps me excel at my job.

EDUCATION

Master of Arts

Integrated Marketing Communications

4.0 GPA

The University of West Alabama / Livingston, AL

Graduation Date: August 2021

Bachelor of Arts

Communications

Minors: Public Relations & Deaf Studies

3.5 GPA / Cum Laude

Lee University / Cleveland, TN

Graduation Date: May 2020

Advanced Diploma

Pelham HS / Pelham, AL

Graduation Date: May 2016

LEADERSHIP / HONORS

Lambda Pi Eta Honor Society

UWA / Spring 2021

Chi Alpha Sigma National College Athlete Honor Society

Lee / Spring 2020

Varsity Women's Track & Field Captain

Lee / Fall 2019 & Spring 2020

Student-Athlete Advisory Committee (SAAC)

Lee / 2018, 2019 & 2020

GSC (Gulf South Conference) Champions

Lee / 2017, 2018, 2019 & 2020

GSC Academic Honor Roll

Lee / 2017, 2018, 2019, & 2020

Three Individual GSC Track and Field Titles

Pentathlon, Heptathlon, and 4x400m Relay

Eight Top-Three GSC Track and Field Finisher

Pentathlon (2), Heptathlon (1), 400m Hurdles (3), and 4x400m Relay (2)

SOFTWARE

Adobe Creative Cloud

Photoshop, InDesign, Illustrator, Lightroom Classic

DaVinci Resolve

WordPress, Divi

SmugMug, Behance, Gondola, Monday

Microsoft Office Suite

PowerPoint, Word, Excel

Social Media Platforms

Instagram, Twitter, Facebook, YouTube, LinkedIn

Live Stream Software

Production Truck, vMix, and Watchfire

SKILLS

Graphic Design

Photography

Photo & Video Editing

Writing

Social Media Management

Effective Communication

Organization Skills

Branding

American Sign Language



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WORK / EXPERIENCE

Director of Athletic Communications

UWA / December 2022 - Present

- Primary contact for football, men's and women's basketball, men's and women's soccer, volleyball, and softball
- Communicate effectively with the athletic director, coaches, other SIDs, and local media news stations
- Director of creative content and social media
- Athletics photographer
- Write press releases and game recaps for athletic events
- Supervises student workers and interns
- Coordinate and manage gameday details for all sports
- Oversee and set up production for live stream, instant replay, and video boards
- Update website through SIDEARM Sports, including but not limited to schedules, rosters, and biographies

Freelance Photographer

Self-Employed / January 2021 - Present

- Home games for Birmingham Barons, Minor League Baseball team
- Campus activities board and commencement ceremonies for UWA
- Student graduate photography sessions each semester
- University Charter School events
- Jackson Preparatory Academy varsity boys basketball team

IMC Adjunct Instructor

UWA / July 2021 - Present

- Teach Writing for Sports Media in the summer and fall to undergraduate students
- Teach an Athletic Communication Internship class in the spring for undergraduate students
- Communicate effectively with the Director of Academics for Athletics, fellow professors, and students in the IMC department
- Evaluate and grade writing pieces in AP style

Assistant Director of Athletic Communications

UWA / July 2021 - December 2022

- Primary contact for men's and women's soccer, men's and women's cross country, men's and women's basketball, and softball
- Director of creative content and social media
- Athletics photographer - pictures used for www.uwaathletics.com and all social media platforms
- Wrote previews and game recaps for athletic events
- Supervised student workers and interns
- Gameday manager for assigned sports
- Updated website through SIDEARM Sports, including but not limited to schedules, rosters, and biographies

Athletic Communication Graduate Assistant

UWA / August 2020 - June 2021

- Primary contact for men's and women's soccer, men's and women's cross country, and softball
- Created and designed social media content for all UWA Athletics platforms
- Managed and contributed creative content for social media
- Increased Instagram followers by approximately twenty percent over seven months

Athletic Communication Student Worker

Lee University / May 2019 - June 2020

- Created and designed game notes and gameday programs
- Sports marketing/advertising for the Lee Flames Hot Spot App
- Updated schedules and rosters through SIDEARM Sports
- Filmed interviews with coaches after home events
- PA announcements and scoreboard for men's and women's home soccer games
- Kept scorebook for home basketball games

REFERENCES

AMY JONES

Dean of the College of Liberal Arts
The University of West Alabama
(662) 633-2074
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CARMAN LASTORIA

Assistant Athletic Director of Marketing & Communications
Lee University
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