

JANSEN EICHENLAUB

CREATIVE CONTENT PRODUCER

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EDUCATION

MEDIA STUDIES

2019 - 2023

UNIVERSITY OF VIRGINIA | CHARLOTTESVILLE, VA

- Member of the Women's Varsity Soccer team (2019 - 2023)
- Named to the ACC Honor Roll (2019 - 2023)

WORK EXPERIENCE

ASSISTANT OF CREATIVE SERVICES

OCT 2024 - PRESENT

NORTHWESTERN ATHLETICS | NORTHWESTERN UNIVERSITY

- Supported 19 varsity teams by creating video content, including but not limited to feature stories, highlights, promotional content, video board content, and social media creative content
- Captured footage of games, practices, interviews, and special events
- Collaborated with external teams to conceptualize and produce video content for social media and in-venue
- Identified and distributed valuable content in real time for social media postings

VIDEOGRAPHER & EDITOR

JAN 2022 - PRESENT

FREELANCE

- Filmed tournaments and national events such as Nike EYBL, AUSL All-Star Weekend, NCAA Lacrosse Championships, and the ITA Championships
- Captured and edited game footage for NCAA programs, including Michigan, North Carolina, and Wisconsin-Parkside
- Delivered in-game clips, practice footage, and social-ready content for immediate posting across platforms

SEASONAL VIDEO LOGGER

JAN 2026 - MAY 2026

LEAGUE ONE VOLLEYBALL (LOVB) | REMOTE

- Logged and organized postgame footage in ScorePlay by player, team, game timestamp, and play details while applying specific tags to streamline content retrieval and improve workflow efficiency for creative and social media teams

DIGITAL MEDIA CO-OP

FEB 2024 - JULY 2024

ZERO GRAVITY BASKETBALL | BOSTON, MA

- Increased Instagram, TikTok, and X followers by a total of 25,000 in three months
- Coordinated and managed 5+ weekly events, facilitating the participation of 2200+ teams
- Provided content strategy with emphasis on creative collaboration across departments & alignment on brand assets

VIDEO INTERN

NOV 2023 - FEB 2024

FLORIDA EVERBLADES | ESTERO, FL

- Captured dynamic live game footage and practice sessions with Sony FX3, enhancing social media presence by showcasing engaging content
- Edited video content using Adobe Premiere Pro to ensure high-quality content was available for immediate posting during games, contributing to increased engagement and fan interaction on social media channels