

# Jansen Eichenlaub

## Portfolio

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### Education

**University of Virginia** | Charlottesville, VA | August 2019 - May 2023

- B.A. in Media Studies, 3.5 GPA, Named to the ACC Honor Roll (2019 - 2023)
  - Member of the Varsity Women's Soccer Team (2019 - 2022)
  - Filmed, edited, and produced a long-form news documentary about school mask mandates in Virginia
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### Work Experience

**NORTHWESTERN UNIVERSITY ATHLETICS** | Chicago, IL | October 2024 - Present

#### *Assistant of Creative Services*

- Supported various athletic teams by creating video content, including but not limited to, feature stories, highlight, promotional, 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

**ZERO GRAVITY BASKETBALL** | Boston, MA | February 2024 - July 2024

#### *Digital Media Co-Op*

- Increased Instagram, Tik Tok, and X followers by a total of 25,000 in three months
- Coordinated and managed 5+ weekly events, facilitating the participation of 2200+ teams
- Site directed 800 team events while managing relationships with key club programs and facility partners
- Provided content strategy with emphasis on creative collaboration across departments & alignment on brand assets
- Crafted short and long-form video content, social graphics, and motion graphics, using the Adobe Suite
- Utilized social management tools such as SproutSocial and Hootsuite to enhance content strategy

**FLORIDA EVERBLADES** | Estero, FL | November 2023 - January 2024

#### *Video Intern*

- 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

**WAHOOPS** | Charlottesville, VA | August 2022 - May 2023

#### *Videographer & Editor*

- Edited engaging social video content for Virginia Sports' Instagram page 'Wahoops' including highlight reels, hype videos, and game recaps
- Produced social videos for various University of Virginia teams, including soccer, basketball, and lacrosse increasing team visibility

**UNIVERSITY OF VIRGINIA WOMEN'S SOCCER** | Charlottesville, VA | September 2021 - May 2023

#### *Social Media Manager*

- Increased story views by 10,000 through behind-the-scenes footage and individual player features
- Implemented strategic content tailored to the UVA Women's Soccer audience