

# JASON ROSSELL

jason.rossell9@gmail.com | www.linkedin.com/in/j-rossell/ | (973) 461-9966 | New York, NY 10016

## Creative Social Media Manager & Video Editor: Proven Success Driving Engagement, Real-Time Content, and Platform Growth at high-profile brands like PPV.COM and MLB Network.

Passionate about building engaging content from scratch, driving social growth, and seeing ideas come to life. Expertise in creating viral social content, analyzing performance metrics, and adapting to platform trends. History of delivering high-quality work under tight deadlines, thriving in fast-paced environments, taking ownership, and collaborating effectively with teams.

### PROFESSIONAL EXPERIENCE

#### Social Media Manager & Associate Editor / Producer | INDEMAND / PPV.COM, New York, NY (Remote) June 2022 - Present

- **Achieved 206M+ impressions, 9.6M+ engagements, and 270K+ new followers** since Jan 2024 by creating tailored, platform-specific content across Instagram, TikTok, X, Threads, Facebook, and YouTube.
- **Boosted brand visibility with viral content campaigns**, averaging 31.4M impressions across the last 4 campaigns, by leveraging trending topics and platform-native features for Fight Week events.
- **Produced monthly digital promos** for COX, Spectrum, Comcast, Xumo, and scripted/produced bi-weekly shoots promoting new movie releases, driving higher viewership and purchase conversions.
- **Spearheaded real-time social media coverage** for 12 live boxing events, traveling on location to manage content creation, shooting, and same-day editing in a high-profile, fast-paced environment.
- **Improved workflow efficiency** by using Sprout Social to plan and schedule fight campaigns, track performance, and optimize future campaigns based on data-driven insights.

#### Freelance Broadcast Associate | MLB Network, Secaucus, NJ March 2021 - June 2022

- **Edited up to 10 highlight packages per game** (30 seconds to 10 minutes each) under strict nightly deadlines, delivering high-quality recaps for broadcast and social platforms in a fast-paced, live sports environment.
- **Collaborated with segment producers** to select top plays and craft compelling nightly recaps, increasing fan engagement and visibility during peak MLB season.
- **Fulfilled direct highlight edit requests from MLB teams**, quickly delivering custom cuts of key plays and moments for team use across social channels.

#### Sports Director | Ithaca College Television's (ICTV), Ithaca, NY September 2019 - May 2020

- **Oversaw production** of 7 weekly sports shows, coordinating writers, producers, and editors to deliver timely, high-quality content.
- **Managed ICTV Sports' social media presence**, growing audience engagement and followers by developing targeted campaigns tied to live sporting events and shows.
- **Stepped into multiple production roles as needed**—directing, editing, and assisting on-set operations—to ensure smooth studio workflow and support the team wherever necessary.

### EDUCATION

**Bachelor of Science in Television-Radio, Politics Minor**  
Ithaca College, Ithaca, NY

### KEY SKILLS

Social Media Strategy | Content Creation | Video Editing | Real-Time Event Coverage | Engagement Growth | Content Optimization | Cross-Functional Collaboration | Campaign Management | Trend Spotting | Community Management | Analytics & Reporting | Copywriting | Content Calendar Management | Brand Voice Development | Multi-Platform Publishing

- **TECHNICAL PROFICIENCIES:** Adobe Premiere Pro | Photoshop | After Effects | Final Cut | ENPS | Sprout Social | CapCut.
- **SOCIAL PLATFORMS:** Instagram | X | Facebook | TikTok | Threads.