

# JASMINE CHAE

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## EDUCATION

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**The University of Texas at Austin**, Austin, TX

May 2021

*Bachelor of Science and Arts in Biology - College of Natural Sciences*

Sports Media Minor - Stan Richards School of Advertising

### Relevant Coursework:

- *The Business of Sports Media, Integrated Communication for Sports, College Sports Media, Sports and Social Media, Social Media Journalism*

## PROJECTS

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### NFL Marketing Project

- Worked within a group of 4 to create an engaging visual presentation as a marketing team to create a compelling, emotional connection to fans of the Green Bay Packers by telling stories rather than just disseminating facts.
- Was personally responsible for creating a dramatic video as a marketing tool, which was edited on Adobe Premiere.

### Social Media Project

- Created a Twitter account posing as Eliud Kipchoge and sent out relevant tweets utilizing images and hashtags to heighten engagement and follower count.

### Minor League Baseball

- Worked within a group of 4 to create a presentation of how a team could drive ticket sales, attract local business partners, build awareness, and create unique events and narrative by utilizing an array of social media (TikTok, Twitter, Instagram, Facebook).

### Social Media Audit

- Worked within a group of 4 to analyze and compare social media activity of the Dallas Cowboys and Cleveland Browns, including Facebook, Instagram, and Twitter, to develop a critical perspective on a team's social media practice and quantitatively evaluate the success of a post. Created and presented visible trends and patterns during a course presentation.
- Was personally responsible for auditing the Dallas Cowboys' Twitter and Instagram and creating the appropriate slides.

## ACTIVITIES & LEADERSHIP

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**Running Club**, Austin, TX

January 2019 - January 2021

*Leader*

- Organized weekly runs for members
- Lead runs and managed members during the runs
- Encouraged members who were falling behind

## HONORS AND AWARDS

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- Albert and Jessie Cudlipp Scholarship Recipient

August 2017 - May 2021

## ADDITIONAL INFORMATION

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**Technical /Computer Skills:** Microsoft Office, Adobe Premiere, Canva

**Interests:** Running, Quentin Tarantino Films, Making Tiktok videos, Baseball

**Skills:** Writing, Problem-solving, teamwork, adaptability

**Work Eligibility:** Eligible to work in the U.S. with no restrictions

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