



Contact

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Portfolio

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Gondola

gondola.cc/NCAAJae

Education

Mater of Arts, Sports Administration & Leadership

Augustana University

Bachelor of Arts, Marketing & Psychology

Augsburg University

Expertise

- ASANA
- SPROUT
- SOCIAL MEDIA STRATEGY
- CAMPAIGN PLANNING
- PROJECT MANAGEMENT
- STORY TELLING
- ADOBE CREATIVE
- PHOTOGRAPHY

Awards

Asana: Best in Class Award

NCAA: President's Award Top 10

Cynopsis: Overall Social Media
Excellence (Limited Run/Campaign)

Jaelyn Arndt

Associate Director - Social Media

In today's market, your brand's ability to come to life online is critical to your business' success. As a digital media marketer, your brand's success is my success! As someone who has witnessed the rise of social media's impact on society, I understand the vital role this avenue can and will play. I am a creative who has a passion for content that communicates the brand's identity while keeping up with current trends. This is accomplished through consistency, audience engagement, and community cultivation. My effective marketing strategies turn your fans into customers and your customers into advocates.

Experience

May 2023 - Present

NCAA | Indianapolis Indiana

Associate Director of Communications – Social Media

- Plan, manage, and evaluate national office social campaigns across Instagram, TikTok, Facebook, Twitter, LinkedIn, and YouTube.
- Oversee daily publishing, content performance tracking, and implementation of overarching social strategy.
- Lead integration of design and video to enhance audience engagement and platform growth.
- Coordinate internal and external partners to support initiatives with compelling, timely content.
- Establish and maintain a consistent social media strategy and brand voice aligned with broader organizational goals.
- Support Championship social efforts and content needs for Division II and III.
- Adapt long-form digital content into high-impact social media pieces.
- Contribute to student-athlete storytelling through research, interviews, and creative content development.
- Foster positive working relationships with internal teams and external stakeholders.

Accomplishments:

- Contributed to NCAA's recognition with the 2024 Best in Class Asana Award.
- Co-led 2024 Paris Olympic and Paralympic social coverage strategy, helping deliver: 85M+ impressions (↑1,867% GoG), 3.4M+ engagements (↑2,846% GoG), 20M+ video views (↑15,758% GoG), and 4,331 total posts (↑2,929% GoG).
- Built and implemented NCAA Communications' Asana intake and tracking system to streamline campaign requests and execution.

January 2022 - May 2023

NCAA | Indianapolis Indiana

Assistant Director of Communications - Creative and Digital

- Point project manager for the creation and implementation for digital media campaigns.
- Provide analytics for campaigns, making recommendations and suggested optimizations.
- Develop social media strategy/social media style guide and execute it across the team ensuring accuracy.
- Stay up to date on new social trends/algorithms & apply it to current social media strategy, adapting the current plan where necessary.

Accomplishments:

- Ran the MarchMadness WBB TikTok Post 2023
- 606 TikToks in 25 days, Followers increased by 211k
- Ran the MarchMadness WBB TikTok 2022
 - Post 290 TikToks in 23 days, Followers increased by 18.6k
- Led the Beach Volleyball Championship Social Media Strategy on all NCAA Platforms (TW, IG, YouTube, and TikTok)
 - Created 85 pieces of content. Garnered nearly half a million impressions
- Director of Content for The Dr. Charles Whitcomb Leadership
- Created 43 pieces of content. Managed videography team
- Director of Content for the first B!G Ten Volleyball Media Day.
- Director of Content for DII Festival