



# Jaelyn Arndt

Associate Director - Social Media

## Experience

## Contact

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### Profolio

[jaelynarndt.wixsite.com/website-2](http://jaelynarndt.wixsite.com/website-2)

### Gondola

[gondola.cc/NCAAJae](http://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
- CAMPIAGN 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)

### 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.
- Manage and maintain the NCAA's integrated editorial and social content calendar spanning evergreen, UGC, championship, brand, and campaign content.
- Coordinate internal and external partners to support initiatives with compelling, timely content.
- Created and launched the NCAA's first-ever social media style guide to unify brand voice, platform standards, and content quality across all accounts.
- Lead and mentor the NCAA's social media team, providing direct oversight of two full-time staff members and managing a roster of contractors, interns, and creative partners.
- Brought Sprout Social into the NCAA communications ecosystem, establishing a data-driven framework for analytics, reporting, and strategic decision-making.
- 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.
- Led NCAA social strategy through a four-year transformation, increasing annual impressions by 60%, engagements by 107%, and video views by 964%.
- Scaled the NCAA's audience from 320K to 3.1M followers (+890%), marking the organization's largest digital growth period to date.
- Oversaw the production of 5,300+ posts in 2025, improving team workflows and increasing annual output by 174% compared to 2021.

### 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