



Contact

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Portfolio

jaelynarndt.wixsite.com/website-2

Gondola

gondola.cc/NCAAJae

Education

Mater of Arts, Sports Administration & Leadership

Augustana University

Bachelor of Arts, Marketing & Psychology

Augsburg University

Expertise

- ASANA
- SPROUT
- TIKTOK
- INSTAGRAM REELS
- STORY TELLING
- ADOBE CREATIVE
- PHOTOGRAPHY
- PERSONAL BRANDING
- HOOTSUITE
- GOOGLE ANALYTICS

Extracurricular

CoSIDA Presenter

NCAA Women Leaders in College
Sports

College Sports Forum

Jaelyn Arndt

Assistant Director of Communications Creative & Digital

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

January 2022 - Present

NCAA I 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 TikTok in 25 days, Followers increased by 211k
- Ran the MarchMadness WBB TikTok 2022
 - Post 290 TikTok 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 BIG Ten Volleyball Media Day.
- Director of Content for DII Festival

September 2020 - December 2021

Nexus Family Healing I Minneapolis Minnesota
Digital Media Specialist

- Developed and executed digital media campaigns for organization.
- Executes on all digital and social paid media campaigns for the organization and its related agencies.
- Shared best practices across the organization and agencies; stays up to date on industry trends and best practices.
- Managed paid media budget and Google grant budgets, runs performance reports.
- Improved campaign performance through analyzing data and drives to improve performance, be on top of digital conversations and our response, and understands the best use of different digital platforms
- Managed digital content and social media channels.
- Wrote and designed daily social media posts for the organization's social media accounts based on communications strategies and individual platforms.

Accomplishments:

- Helped spread the word and mobilize our staff to win a social media give back which awarded our organization \$2,500.
- Assisted with creating our first toolkit for Mental Health Month.
- Contributed to more than doubling our Give to the Max 2020 campaign via social media
- Member of the Night for Nexus committee, Corporate Partnerships Committee, and the fun committee
- Created and ran the Season of Care campaign for two months across the whole organization