

ADAM J. JORDAN

(919) 710-5344 • ajjordan015@gmail.com
adamjjordan.com • [linkedin.com/in/adamjjordan1](https://www.linkedin.com/in/adamjjordan1)

EDUCATION

UNIVERSITY OF NORTH CAROLINA at CHAPEL HILL • B.A. with Distinction in Broadcast and Electronic Journalism

Hussman School of Journalism and Media; Minor: Entrepreneurial Studies; 3.67 GPA; Furman Bisher Medal for Excellence in Sports Journalism; Phi Sigma Pi National Honor Fraternity

EXPERIENCE

PITTSBURGH PENGUINS • Pittsburgh, PA • May – August 2019

NEW MEDIA INTERN

- Assisted with drafting content and compiling analytics for the Penguins' social channels
- Assisted New Media graphic designer in planning, designing, and creating graphics for social channels
- Formulated digital content ideas focused on the various objectives of the team's corporate sponsorship partners
- Updated and maintained various pages on pittsburghpenguins.com and newly launched YouTube channel

GOHEELS PRODUCTIONS • Chapel Hill, NC • November 2016 – Present

UNC BASKETBALL – GAME OFFICIALS VIDEO REPLAY COORDINATOR

- Operate the DVSPORT video replay system for game officials for every UNC basketball home game
- Coordinate video feeds from production truck and communicate with telecast producer; cue multiple-camera replays for viewing during official reviews
- Compile and submit performance evaluation reports of game officials for review by ACC Basketball Operations

UNC BASEBALL – CREATIVE SERVICES ASSISTANT

- Ideate, design, shoot, and edit original video content for the team's various social channels

UNC ATHLETICS – GAME BROADCAST ANNOUNCER

- Provide play by play and color commentary for select UNC events for ACC Network Extra and Tar Heel Sports Network

PRODUCTION ASSISTANT – UNC ATHLETIC EVENTS

- Perform various production-related tasks for stadium video boards during UNC football games and for ACC Network Extra broadcasts for various Olympic sports team productions

HIGH POINT-THOMASVILLE HITOMS BASEBALL • Thomasville, NC • May – August 2018

BROADCASTING AND MEDIA RELATIONS ASSISTANT

- Produced web-streamed video broadcasts for HiToms home games, including graphics creation
- Play-by-play and color analyst for road audio broadcasts
- Managed team social media accounts with daily content and live game updates
- Wrote, shot and produced commercials and promotional videos for broadcasts and social media; wrote and distributed team press releases

USA BASEBALL • Durham, NC • May – July 2017

COORDINATOR, PROSPECT DEVELOPMENT PIPELINE (PDP)

- One of a five-person event crew that organized and executed PDP evaluation events for MLB draft prospects in 15 cities
- Coordinated and organized equipment for shipment to various PDP sites and on-site event set-up with host venue staff
- Distributed daily schedules to players, coaches and scouts; administered cognitive tests to participants
- Organized and compiled individual player reports for distribution to Major League Baseball scouting personnel

ATLANTIC COAST CONFERENCE • North Carolina • 2014 – 2020

PRESS BOX INTERN

- Assisted ACC Media Relations staff with activities necessary during football, basketball, and baseball championships

NORTH CAROLINA LEGISLATURE • Raleigh, NC • June – August 2014

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- Daily tasks as assigned by the Chief of Staff
- Researched and compiled reports on various legislative bills including state bond package proposal that went on NC ballot

SKILLS

COMPUTER: Proficient in Adobe Premiere, Illustrator, Photoshop, Lightroom, Audition, and Microsoft Office Suite

PRODUCTION: Proficient in DVSPORT basketball replay software, comfortable operating audio mixing boards, Ross Inception, XPression