

Jordan M. Loperena

Jordan.Loperena@gmail.com ▪ [LinkedIn.com/in/JordanLoperena](https://www.linkedin.com/in/JordanLoperena) ▪ JordanLoperena.com

Profile

Maximize engagement and viewership, increase brand awareness and growth, and improve the number of customers reached by producing high quality and creative content while bolstering platform integration:

- Enhance content via cross-integration of television and social media.
- Meet tight deadlines via efficient and comprehensive processes.
- Attract guests from wide range of backgrounds sparking viewer interest.
- Meet wide range of budgets on diverse projects in a competitive industry.
- Initiate and promote collaborative and cross-functional efforts.
- Gain clients' business by building rapport and being responsive.

Professional Experience

Legend Creative Group

Marketing agency handling digital media, social media, video production, web development and more for clients.

Account Manager 2022-Present

Responsible for communication between clients and agency as well as creative social and digital media responsibilities.

- Communicate with 20-plus clients on daily basis to ensure their projects are organized and completed by deadline.
- Lead internal and external project meetings to make sure agency and clients are on same page with current projects.
- Produce creative work for social & digital marketing efforts including graphic design and copywriting.

Quicc

Tech company supporting content creators through automatic captioning, transcription, and enhanced video library searchability through its own, proprietary technology tool.

Vice President, Partnerships 2021

Oversaw business development and sales strategy, driving new partnerships and revenue through business opportunities created from scratch through industry connections and resources as well as cold outreach.

- Grew company's sales opportunities by over 400 potential clients in first 4 months in role.
- Enhanced Quicc's potential in the sports vertical by increasing clients by 10x within first three months in position.
- Assisted in product development through providing developers feedback based off personal industry experience.
- Consistently produced sales opportunities and demos as the original touch point and relationship client has with company.

Big Ten Network

National sports media company focused exclusively on Big Ten conference athletics via televised and digital platforms. This focus allows viewers in-depth team coverage through expert commentary, analysis, campus visit shows and game day coverage.

Associate Producer 2016 - 2020

Responsible for production needs including show production, script writing, travel, crew coordination, idea pitching, research, communication, guest booking, social content, intern training, graphics creation, and rundown management (show timing).

- Maximized efficiency by preparing and managing daily show rundowns ahead of their air date.
- Increased BTN's range of guests at no cost through a personally established and growing network of connections.
- Headed storytelling project across seven campuses including scheduling team and coaches' interviews, coordinating editors.
- Won "Shark Tank" style company-wide innovation competition to engage fans in a BTN sponsored bag toss event.
- Served as an inaugural member of the BTN Diversity & Inclusion Task Force.

ESPN

The leading worldwide sports media company which achieved its leadership status through high quality and innovative coverage, entertaining shows, exclusive interviews, respected commentary, and breaking coverage on televised and digital platforms.

Content Associate 2012 - 2016

Production Assistant 2010 - 2012

ESPN (cont.)

Responsible for production needs including guest booking, social media account management, content graphics and copywriting, video production, script writing, idea pitching, coordinating, and scheduling, intern management, travel, and serving as a convention representative.

As Content Associate:

- Enhanced social media engagement through account management strategies and creative content development.
- Integrated Twitter and Instagram onto television and digital content via extensive social media research, idea pitching and collaborative communication in high-level meetings.
- Expanded quality of on-air coverage through booking of exclusive guests at no cost to ESPN, including the Emmy-nominated programs *SportsCenter* and *Outside The Lines*.

As Production Assistant:

- Sparked viewer interest by implementing enhanced visual features into nightly shows' game highlights.
- Earned promotion after first seven months by pitching daily ideas to grow the company's content idea bank.

Hawkeye Sports Properties – a branch of Learfield/IMG College

Corporate sponsorship company bringing opportunities to universities nationwide. Learfield handles corporate sponsorships for all Hawkeye athletics in partnership with broadcasts from Hawkeye Radio Network. Merged with IMG College in 2018.

Voice of the Hawkeyes 2010

Responsible for calling Hawkeye Radio Network broadcasts and interning with football game day operations.

- Entertained listeners as solo on-air talent for radio broadcasts of Iowa Hawkeyes volleyball.
- Maximized coverage of Iowa Hawkeyes volleyball by traveling to home and away games for radio broadcasts.

Gameday Intern 2010

- Improved client relationships by tracking corporate sponsorship execution at Iowa Hawkeyes football home games.

The following position was held during studies at the University of Iowa:

KRUI – 89.7 FM

University of Iowa's student-operated radio station covering local sports, news, and music.

Sports Director 2008-2010

Responsible for managing sports department of over 50 staff members, hosting and producing daily radio shows, and balancing departmental budget.

Volunteerism and Memberships

University of Iowa

Sport and Recreation Management Advisory Board – Founding Member 2019-present

Communication Studies Alumni Board – Founding Member 2020-present

BTN Diversity & Inclusion Task Force

Internal board dedicated to increasing diversity and acceptance for its employees and viewers – Founding Member 2020

Education

University of Iowa – Bachelor of Arts 2010

Double Major: Communication Studies; Health and Sports Studies

Additional Achievements and Awards

Emmy Nominations – *Outside The Lines* (2016), *SportsCenter* (2014)

Hawkeye Award – University of Iowa - Student Organization Leader of the Year 2009

Eagle Scout – Boy Scouts of America 2006