

# JAKE SANTO

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Address: 1331 Patterson Street Apt. 407, Eugene OR 97401

## Education

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**UNIVERSITY OF OREGON** – Charles H. Lundquist School of Business – Eugene, OR (2021 – 2023)

- Master's in Business Administration, Focus: Sports Business – *Warsaw Sports Marketing Center*

**ARIZONA STATE UNIVERSITY** – Walter Cronkite School of Journalism and Mass Communication – Phoenix, AZ (2017 – 2021)

- Bachelor of Arts, Sports Journalism – Minor: Political Science – *Magna Cum Laude*

## Work Experience

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**COLUMBUS CREW** – Corporate Partnerships Intern - Columbus, OH (May 2022 – Feb. 2023)

- Researched and identified key partnership prospects while crafting 10+ proof-of-performance slide decks for new business and renewal opportunities using Nielsen Sports Connect, Blinkfire Analytics and Sponsor United
- Prepared post-match reports for the 2022 season while collecting, managing, and imputing materials, photos, data, and files relevant to activations in Trak Software
- Maintained awareness of sponsorship market trends and knowledge relative to Columbus Crew corporate partners and their like competitors executing in surrounding markets and/or professional leagues
- Organized and executed key partnership activations to promote contract requirements and social initiatives in the greater Columbus area

**OREGON ACCLERATOR** – Director of Video & Photo Production - Eugene, OR (Feb. 2022 – Present)

- Manage a team of videographers/photographers to produce multi-media content featuring University of Oregon student-athletes for sponsor partnerships using Adobe Create Suite
- Promote student-athletes' name, image and likeness (NIL) by providing tools focused on advertising, public relations, marketing, sponsorship, strategy, entrepreneurship, and post-athlete career guidance

**UNIVERSITY OF OREGON ATHLETIC DEPARTMENT** – Marketing & Experience Intern - Eugene, OR (Jan. 2022 – May 2022)

- Developed marketing material for the Oregon Ducks baseball/softball teams using Adobe Photoshop to increase brand awareness
- Implemented on-field promotions and experiences using social skills to create an engaging atmosphere for fans during home games

**ARIZONA DIAMONDBACKS** – DBTV Video Production Intern - Phoenix, AZ (Jan. 2020 – Apr. 2020, May 2021 – Sept. 2021)

- Produced 20+ videos and graphics for in-game use and corresponding social media outlets using Adobe Creative Suite to establish more engagement on all Diamondbacks' video platforms using Sony DSLR cameras
- Utilized live event production software including EVS video replay, Daktronics, Click Effects and Captioning to enhance fans' experience

**PHOENIX RISING FC** – Game Operations Staff - Chandler, AZ (Aug. 2020 – Sept. 2021)

- Supported game-day activities including field set up, fan compliance, in-game activations and COVID-19 restrictions for over 20+ match setups, while successfully transitioning stadiums and maintaining a high level of fan connection
- Spearheaded promotional giveaway facilitation to fans during select home games using customer experience skills to enhance the event

**ARIZONA PBS/CRONKITE NEWS** – Digital Reporter - Phoenix, AZ (Aug. 2020 – May 2021)

- Formulated feature length stories discussing community outreach movements and charitable initiatives by using communication skills and relationships to discuss unrepresented issues
- Generated several social media videos using Adobe Creative Suite to increase engagement with the organization's social media channels

**PITTSBURGH RIVERHOUNDS SC** – Communications Intern - Pittsburgh, PA (April 2019 – Nov. 2019)

- Interviewed 15+ players and coaches for weekly feature articles and game recaps for the organization to increase fan engagement

## Skills

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**Partnerships** – Trak Sponsorship, Blinkfire Analytics, Nielsen Sports Connect, KORE, Sponsor United and Ticketmaster Archtics

**Writing** – AP Style, WordPress, Feature Writing, Deadline Reporting and Interview Techniques

**Videography/Editing** – Adobe Creative Suite and DSLR Videography/Photography Shooting with Sony FS5 and A7iii

**Event/Studio Production** – EVS Video Replay, Daktronics, Click Effects, Captioning, Chyron Graphics, and Studio/Event Camera

**Additional Skills** – Public Relations, Event Operations, R Programming, Microsoft Office and Sports Marketing Strategies