

# TREVOR JOSSART

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Portfolio: [www.TrevKnowsSports.com](http://www.TrevKnowsSports.com) Website: [www.TrevorJossart.com](http://www.TrevorJossart.com)

## EDUCATION

### Liberty University, VA

Anticipated Graduation May 2018

Master of Science in Marketing, Sports Marketing and Media

### Marian University, WI

Graduated May 2016

Bachelor of Science in Business Administration,  
Sport and Recreation Management

## MARKETING / SALES

### Metcalfe's Market, Social Media & Event Coordinator

February 2018 - Present (Madison, WI)

- Generates fresh ideas for social media content and marketing
- Creates photo and video content including scripting, filming, and editing for website and social media use
- Manages copywriting responsibilities for all media and collateral

### iHeartMedia, Account Executive

February 2017 - February 2018 (Madison, WI)

- Identified and solicited new business; built and maintained full pipeline of sales prospects
- Delivered effective sales presentations and wrote creative copy for commercial use
- Developed successful marketing plans and promotion techniques to meet clients' goals

### Under Armour, Team Lead

August 2016 - February 2017 (Madison, WI)

- Oversaw back of house staff and ensured proper use of materials
- Tracked store inventory and prepared product for store use
- Implemented productive policies and guided proper flow of goods

## MEDIA / COMMUNICATIONS

### FanSided, Site Expert / Contributor

October 2016 - Present (Work Remotely)

- Edit and prepare published content for site's top college football site
- Effectively execute Search Engine Optimization to generate site traffic
- Led and coached staff writers while communicating site goals

### Armchair All-Americans, Division Coordinator

August 2017 - January 2018 (Work Remotely)

- Led and oversaw team of writers in network's college division
- Managed social accounts and provided relevant content for site's audience
- Edited and produced written content; published audio content for site's media network

### Outside Pitch Sports Network's The Sports Blaze, Editor-in-Chief

January 2016 - August 2017 (Work remotely)

- Researched, edited, and published popular sports news and updates through WordPress
- Implemented unique search engine optimization by identifying useful keywords and Meta descriptions
- Attentively recruited and screened candidates for future employment

## SKILLS / INVOLVEMENT

### Microsoft Office



### Adobe Workshop



### WordPress



### Web Design



### Social Media



### Sports Knowledge



• Member, U.S. Writers Association

• Host, Three Man Weave Podcast

• Work featured on, or within, Bleacher Report, FOX Sports, Land of 10, and DraftKings

• Program Director, Fond du Lac Youth Sports 2014 - 2016

• Youth Coach, St. Mary Central High School 2011 - 2015

