

Ali Jawad

Sports Reporter | Digital Media

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SKILLS

- **Writing & On-Air:** Beat Reporting, Daily Coverage, Feature Writing, Practice & Press Conference Coverage, Game Coverage, Breaking News Writing, Interviewing, AP Style, Headline Writing, Proofreading, Newsletter Writing, Podcasting
- **Digital Media:** SEO Optimization, Digital Publishing, Web Page Building, Social Media, YouTube, Mobile App Management
- **CMS Operations:** WordPress CMS, Pocket CMS, Slate, YinzCam, CMS Publishing, Adobe Photoshop (Basic)

EXPERIENCE

08/2025 – 02/2026

Dallas Cowboys Reporter & Newsletter Writer, ALLCITY Network (DLS) | Dallas, TX

- Grew newsletter subscriptions 10% by publishing a daily Dallas sports newsletter and boosting growth through sharper curation, stronger subject lines, and targeted promotions
- Increased DLS Cowboys Twitter by 2K followers by posting real-time news/updates and consistently promoting articles and videos with strong hooks and clips
- Contributed to DLS YouTube growth to nearly 40,000 subscribers through consistent Cowboys programming and content support
- Generated 10K–20K views (range) on DLS Cowboys podcast by building segment ideas and reacting to breaking news
- Covered the Dallas Cowboys on-site at The Star and AT&T Stadium, delivering quick-turn updates, articles, and analysis while publishing and managing content in WordPress
- Co-hosted weekly Dallas Wings podcast

05/2025 – 08/2025

Writer & Digital Marketing Assistant (Part-Time), Washington Mystics | Washington, D.C.

- Increased website engagement 5% by producing SEO-driven coverage and improving digital execution through publishing, page updates, and platform-ready formatting
- Optimized posts using SEO best practices and analytics to identify which topics resonated, while maintaining website & mobile app updates on tight deadlines
- Reached 5K+ app users through targeted YinzCam push notifications tied to key content
- Managed publishing and content in WordPress, keeping content accurate and accessible

07/2024 – 07/2025

Freelance Sports Writer, (Concurrent, Multi-Outlet) | Dallas, TX

- Delivered real-time Texas high school football coverage for **The Dallas Morning News** (live scoring/stats) and wrote AP-style game recaps on deadline
- Increased traffic 10.3% at **Sports Illustrated** through SEO optimization, performance tracking, and editorial targeting
- Produced 25–30 NFL stories per month for **USA TODAY & Sports Illustrated** plus NBA coverage, delivering cleanly sourced news/analysis on quick turnarounds
- Published and optimized stories in Presto and Voltax CMS, embedding multimedia and metadata to improve search visibility

07/2023 – 01/2024

Digital Platforms Intern, New York Giants | East Rutherford, NJ

- Increased YouTube performance, delivering 15% channel growth and contributing to 130M+ impressions by optimizing content
- Enhanced audience engagement by executing 100+ push notifications via YinzCam, reaching 150k+ users & authoring 10+ articles
- Published and updated stories, photos, videos, and galleries in Pocket CMS, supporting photo/graphics workflows and ensuring clean copy through proofreading/editing
- Built and updated web/app pages for Giants.com and Giants mobile app

EDUCATION

08/2021 – 12/2022

MBA Sport Entertainment Management, University of North Texas | Denton, TX

08/2018 – 05/2021

B.S. Sports Administration, University of Houston | Houston, TX