



# Conner Jensen

SPORTS COMMUNICATIONS PROFESSIONAL

## PROFILE

Energetic innovator who loves to learn new skills, is enthusiastic about sports and works until the job is finished. Understands that the experience and environment of sporting events is something that is often overlooked, but is of the utmost importance when it comes to engaging fans, promoting the team and driving up revenue.

## EMPLOYMENT HISTORY

### Assistant Sports Communications Director, Linfield University

AUGUST 2024 – PRESENT

- Responsible for the coverage of 11 sports teams for Linfield, including managing all home game events, writing preview stories and post game recaps, statskeeping and shoring up issues that arise.
- Assists in marketing efforts for all teams, including game programs, advertising, ticket sales, merchandise distribution and gameday promotions, leading to a 45% increase in attendance on a shortened budget.
- Manages the social media accounts of all 23 sports teams which includes graphic design, social media strategy and working with team representatives to ensure the accounts run smoothly. These accounts have seen a 60% rise in engagement since the implementation of my social media plan.

### Student Producer, BYUtv

OCTOBER 2022 – JUNE 2024

- Student producer for the sports talk show on BYUtv called "BYU Sportsnation".
- Managed a team of 5-7 students that created b-roll, edited graphics and ensured that the production of the show was high quality each day.
- Directed the on-air talent and collaborated with the studio director to produce the show that included interviews with a wide range of guests such as Andy Reid, Jimmer Fredette and other prominent sports figures.
- Led several marketing campaigns to promote the show and drive up viewership.

### Student Video Manager, BYU Football

MARCH 2020 – JUNE 2024

- Worked with the director of video and technology to film every practice and game for the BYU football team to allow the team to watch film back and critique themselves.
- Traveled to away games with the team and handled all technology needs from meeting rooms to player iPads and assisted coaches and players with NCAA compliance rules and regulations.
- Coordinated with several NFL coaches and general managers to carry out the pro day workout of Zach Wilson

## EDUCATION

### Bachelor of Arts - Communications (Sports Journalism),- Brigham Young University

APRIL 2024

References can be found on portfolio site.

## DETAILS

American Fork, Utah

208-830-0462

[jensenconner1999@gmail.com](mailto:jensenconner1999@gmail.com)

## LINKS

[Portfolio](#)

[Linkedin](#)

## SKILLS

Boxout Sports Graphics

Gipper Graphics

Graphic Design

HTML

Adobe Premiere Pro

Adobe Photoshop

Adobe AfterEffects

Adobe Lightroom

Adobe InDesign

Microsoft Suite

NCAA LiveStats

StatCrew

CSS

SQL