



SOCIAL MEDIA PRODUCER | VERTICAL VIDEO
CREATOR | SPORTS DIGITAL CONTENT

JYESHA NANCE

WORK EXPERIENCE

MEDIA COMPANY FOUNDER

SneeshSports March 2024- Present

- Founded and operate a sports media platform covering college athletics, recruiting, NIL, the NBA, NFL, WNBA, WNFC.
- Successful production of several viral pieces of content, garnering between 1,000 and 40,000 likes on TikTok
- Produce short-form vertical video content optimized for TikTok, Instagram Reels, YouTube Shorts, and X.
- Develop platform-specific storytelling strategies that increase audience engagement and follower growth.
- Cover breaking sports news in real time while creating social-first content.
- Analyze audience performance metrics to refine publishing strategy and maximize reach.
- Manage editorial calendars and publish daily content across multiple social platforms.
- Build relationships with athletes, coaches, and industry professionals to produce exclusive digital content.

CHIEF MEDIA & MARKETING OFFICER

MET Agency (Promoted) June 2026 - Present

- Lead media relations and branding initiatives for collegiate and professional athlete clients.
- Develop athlete-focused content strategies designed to strengthen personal brands and increase audience engagement.
- Coordinate interviews, media appearances, and strategic communications with journalists, reporters, and industry stakeholders.
- Assist with recruiting and onboarding athletes while identifying media and branding opportunities that align with client goals.
- Co-host a sports industry podcast discussing NIL, the transfer portal, athlete branding, and emerging trends within college athletics.
- Contributed to the development and production of a documentary-style mini-film chronicling a professional football prospect's journey to the NFL.

JOURNALIST & CONTENT CREATOR

Tide 100.9 September 2023-May 2026

- Produced high-quality, engaging NBA and WNBA content to keep fans up-to-date with former Alabama players in the Pros
- Produced real-time multimedia content covering Alabama athletics, college football, basketball, recruiting, and professional sports.
- Covered major sporting events including Super Bowls LVIII and LIX, the NFL Combine, and the NFL Draft.
- Created audience-focused digital content optimized for engagement across web, social, audio, and video platforms.
- Conducted interviews and developed feature stories that connected athletes, coaches, and fans through compelling storytelling.
- Interviewed athletes, coaches, and sports executives while producing engaging feature stories.

SKILLS

Sports Storytelling
Content Strategy
Social Publishing
Short-Form Video
Community Engagement
Management

PLATFORMS

TikTok
Instagram
Youtube
Snapchat
(X) Twitter
Facebook

LANGUAGE

English ————— Fluent

CONTACTS

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☎ 731-413-8641
📍 Tuscaloosa, Ala.

EDUCATION

The University of Alabama

Graduation set for 8/1/26

Bachelor of Arts in News Media (Sports)

Bachelor of Science in Sport
Management

REFERENCES

Autumn Seldon - CEO of MET Agency

404 - 450 - 4500

Chase Brumfield - Tide 100.9 Journalist

818- 428- 9122

MARKETING & COMMUNICATIONS INTERN

World Police & Fire Games October 2024- August 2025

- Led athlete-media relations by coordinating interviews and facilitating communications between athletes and media outlets.
- Produced real-time photo, video, and social media content supporting event coverage and audience engagement.
- Drafted press releases, media advisories, and organizational communications.
- Collaborated across departments to ensure consistent messaging and successful event promotion.

SOCIAL MEDIA INTERN

Super Bowl LVIII x Living Sport October 2023 - February 2024

- Produced social media content and event coverage surrounding Super Bowl LVIII.
- Interviewed athletes and sports professionals while assisting with digital content initiatives.
- Supported community engagement efforts through digital communications and audience interaction platforms.
- Managed online communications and contributed to content distribution efforts during major sporting events.