

# Jesse Bratman

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## EDUCATION

May 2026

University of Florida, College of Journalism and Communications

*Bachelor's of Science in Journalism: Sports and Media*

*Minors: Sports Management; Media, Production, Management, and Technology (MPMT)*

**SOFTWARE SKILLS:** Premiere Pro, Photoshop, After Effects, Illustrator, Sprout Social, Hootsuite, Wildmoka, HubSpot.

## WORK EXPERIENCE

### **NBC Sports**

*Social Media Marketing Intern*

June 2025 - August 2025

- Shot, designed and edited 316 posts across 7 NBC Sports channels, generating 62.9M views, 2.4M likes, 37K shares and 8.5K comments.
- Led planning, execution and performance analysis of the Prefontaine Classic social media campaign, resulting in a +194% increase in impressions, +380% in engagements and +331% in shares compared to 2024's coverage.
- Captured on-site content through interviews and behind-the-scenes coverage at Fanatics Fest and the SLAM x NBAOnNBC Draft Suite for cross-platform promotional use.
- Collaborated on creative brainstorms for Sunday Night Football and College Football, contributing trend-driven ideas to boost reach to younger audiences.
- Applied data-driven storytelling techniques to optimize content performance and inform future campaign direction for Sunday Night Football and Olympic coverage.

### **ESPN Gainesville**

*Content Producer*

August 2023 - present

- Author in-depth sports feature stories, previews and recaps covering major college and professional sports, with a strong focus on UF's sports programs.
- Conduct comprehensive coverage as a beat reporter for Gator Men's Basketball, where I attend games, practices and press conferences.
- Shoot and edit vertical Gator football and basketball highlight reels, postgame standups and player/coach interviews for ESPN Gainesville social media platforms.

### **ASA Entertainment**

*Marketing Associate*

March 2023 - September 2024

- Edited and produced promotional video content for a wide range of ASA events, specifically crafted to engage potential sponsors.
- Captured on-site video content for multiple ASA events, including Super Girl Surf Pro and BMX Triples, for television broadcast and offseason social media campaigns.
- Developed and executed a content-optimized social media campaign on @supergirlpro Instagram, leveraging surf storytelling to drive over 2 million impressions within three months.
- Strategized and implemented targeted advertising campaigns using Meta and Google ads that increased the Super Girl Oceanside event attendance by 15%.
- Utilized HubSpot to engage with music agencies and artist management, successfully booking talent like CeeLo Green, Bishop Briggs and Joan Jett & the Blackhearts for the Super Girl events.
- Collaborated with artists, athletes and influencers to drive audience engagement and expand reach for their free concerts through targeted social media marketing strategies.

### **Sixpack Florida**

*Social Media Strategist*

September 2022- April 2023

- Designed and published visually compelling graphics for pregame and postgame content, driving a 27% increase in engagement on @sixpackflorida.
- Collaborated with affiliated Sixpack social media accounts to create joint posts, enhancing brand cohesion and expanding audience reach across multiple platforms.
- Conducted on-campus interviews, creating audience-targeted content that resonated with the UF student demographic.