

# Jonathan S. Cotton

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## Experience

**Assistant Athletics Director of Creative Video** | Jan. 2022 — Present

NC State University Athletics

- Collaborate on direction of department creative strategy with administration, communications, marketing and social media teams
- Ideate and produce sponsored series content from corporate partners
- Manage team of full time staff and student interns covering 18 Division 1 teams
- Help the softball social media pages grow by 3,400 new followers, reaching 2.78M users and over 2.6M impressions across all platforms by creating video content
- Develop innovate digital experiences for fans by creating content that is tailored to digital platforms and fan bases
- Build relationships with players, coaches and staff to enhance storytelling of our teams
- Manage the media archive of present and historical footage
- Produced, edited and distributed “One With Wolfpack” Season 6 to WRAL and Bally Sports

**Digital Post Production Specialist** | May 2020 — Dec. 2021

Boston Celtics

- Producer and editor for sponsored series including “Sounds of the Celtics”, “Film Study” and “Welcome to the League”
- Filmed home games and managed media on to CATDV for archival purposes
- Worked with marketing team for special event videos like Pride Month, Inclusion in Basketball and Social Justice
- Traveled for NBA Summer League 2021 to capture games, practices and behind the scenes content for a “Day in the Life of Payton Pritchard” video

**Content Producer** | July 2016 — May 2020

University of Notre Dame Athletics

- Created content from games, practices and feature stories for Notre Dame football, men’s basketball, hockey, track & field and others
- Produced, edited and distributed nationally syndicated “Inside Notre Dame Men’s Basketball” TV show
- Lead producer and editor for Notre Dame football’s ICON series during their undefeated 2018 season
- Traveled with and produced video content for Notre Dame’s first trip to the College Football Playoff
- Conceptualized and directed the intro video shoot for Notre Dame Men’s Basketball 2018-19 season

## Education

**Oklahoma State University** | Bachelor of Science, May 2016

Sports Media Production