

Jonathan S. Cotton

Raleigh, NC | 508-736-5870 | jonathans.cotton@gmail.com | joncotton.net

Experience

Assistant AD of Creative Video | Jan. 2022 — Present

NC State University Athletics

- 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
- Ideate and produce sponsored series content from corporate partners
- Build budgets for intro video shoots, production equipment and office needs
- Manage team of full time staff and student interns covering 18 Division 1 teams
- Manage the media archive of present and historical footage
- Collaborate on direction of department strategy with administration, communications, marketing and social media teams
- 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 regular 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