



Jodi Paranal

College graduate seeking an entry-level position in digital/social media marketing.

(760) 583-7656

jodes0405@gmail.com



Education



Graduated in Spring 2016 with a B.A. in [Journalism and Media Studies](#) and a minor in [Learning Design Technology](#).

Social Media & Web Presence

Twitter:
[@jodes0405](#)

Personal Website:
[jodes0405.com](#)

Facebook:
[facebook.com/jodes0405](#)

LinkedIn:
[linkedin.com/in/jodes0405](#)

Instagram:
[instagram.com/jodes0405](#)

SB Nation Profile:
[sbnation.com/users/jodes0405](#)

Skills & Expertise

- Blogging, feature and editorial writing
- Basic SEO knowledge
- Social media content creation and management
- Experience using digital and social media analytics
- Infographic design
- Strong writing and proofreading skills
- Proficiency in Microsoft Office applications and various social media platforms

Experience

[Gaslamp Ball \(gaslampball.com\)](#)

Editor and staff writer (May 2011 - August 2015); Manager (September 2015 - present)

Gaslamp Ball is a fan-run San Diego Padres blog and online community; part of the SBNation network.

Responsibilities:

- Writing daily Padres game previews, game threads, occasional recaps
- Shortform, feature, and editorial writing
- Planning, managing, and editing blog content from all staff writers
- Creating and managing social media content across various social networks
- Moderating the website's online community, as well as their respective social media communities
- Representing Gaslamp Ball at various media and social events in the San Diego community
- Staffing (managing current staff and recruiting/hiring new staff members)
- Budgeting (managing monthly budget for distributing pay among paid contributors)

[San Diego Sockers](#)

In-season Gameday Social Media Intern (November 2014 - March 2015)

The Sockers are San Diego's professional indoor soccer team, playing in the Major Arena Soccer League (MASL).

Responsibilities:

- Creating gameday content for the team's social media profiles (Twitter, Instagram, and Facebook)
- Posting game updates on the team's Facebook page
- Moderating and responding to comments on the team's Facebook and Instagram pages
- Managing the team's Twitter feed during games (live-tweeting game updates, retweeting relevant tweets, and replying to mentions)

[SB Nation](#)

Digital Media Intern (June - September 2015)

SB Nation is an online sports media network.

As a member of the inaugural class of SBN's 17-week Digital Media Development Program, I learned and developed skills for success in digital media - including blogging, news reporting, story development and advancement, social media best practices, interviewing, and feature/editorial writing.