

JORDYN SMITH

(502)558-8533 | jlsmith141428@gmail.com

EDUCATION

Coastal Carolina University

B.A. – Digital Culture and Design

Minor – Marketing

GPA: 4.0/4.0

Graduation

December 2023

December 2023

- **Honors:** President’s Award (2023 - 1 of 5 seniors in the graduating class to receive this honor), Women’s Soccer (2020 –2023), President’s List (Fall 2020 – Spring 2023), Digital Culture and Design Outstanding Junior (2021 – 2022), Visual Art Outstanding Academic Achievement – North Oldham High School (2020)

EXPERIENCE

United Soccer League

2024 – Present

Social Media Coordinator, Women’s Pathways

Tampa, FL

- Solely spearheaded social media strategy and content creation for the USL Women's leagues, including the Gainbridge Super League and USL W League.
- Manage and everyday curate content across multiple platforms (Instagram, Twitter, TikTok, Facebook) to increase fan engagement, team visibility, brand, league, and player awareness.
- Collaborate with league leadership and team marketing departments to align messaging and create cohesive digital campaigns.
- Single-handedly develop real-time match coverage and performance-tracking initiatives, player spotlights, and league promotions to drive fan interaction and support ongoing branding efforts.
- Use social media analytics to refine content strategies, track engagement, and ensure alignment with key performance metrics.
- Envisioned, ideated, and successfully led campaigns around significant league announcement and milestones, including the launch of the second-ever Division One women’s soccer league in the U.S., the announcement of the first-ever entitlement partner of a professional women’s soccer league in the U.S., the bifurcation of the USL Women’s Pathway from underneath the USL umbrella to launch an independent TikTok account, the announcement of club debuts, ad hoc events, match and season recaps, player announcements, etc.

Coastal Carolina University

2023 – 2023

Department of Digital Culture and Design / Department of English Social Media Intern

Conway, SC

- Attaining digital marketing skills and event promotion techniques through Instagram.
- Developing skills in virtual/graphic design, social media marketing, as well as advertising strategies

Louisville City F.C. & Racing Louisville F.C.

2022 – 2022

Graphic Design Intern

Louisville, KY

- Learning to adapt and adhere to the goals and unique designs that my clients request.
- Developing an in-depth understanding of color theory, contrast, visual hierarchy, typography, positive and negative space, etc.
- Advancing my knowledge and experience with Adobe design software.
- Gaining valuable experience on the graphic design side of the professional sports industry.

LEADERSHIP AND ACCOMPLISHMENTS

Post College Graduation

June 2024 - Present

Social Media Coordinator

Tampa, FL

- Hired as the youngest professional in the United Soccer League, a distinction still held as one of the youngest employees at the organization.
- Only member of the USL social media team to manage and operate all social media accounts for multiple leagues.
- Only member of the USL social media team to launch an entire league and lead the social media marketing efforts to do so.
- Only member of the USL social media team to craft and carry out the digital marketing campaign for a league entitlement partner - only the second in the country for a professional women’s sports league.
- Only member of the USL social media team responsible for managing the day-to-day social media accounts for a Division One league - the highest level of professional sports in the U.S.

- Only member of the USL social media team to launch an independent account on TikTok, dedicated only to the Gainbridge Super League. Pursued and helped secure an official partnership with TikTok, becoming the first professional sports partner in the inaugural Sports Accelerator Program.
- Increased the Gainbridge Super League Instagram following from 18,000 to 29,100 and launched the League TikTok, which currently sits at 905 followers.

Coastal Carolina University Women’s Soccer

Social Media Manager

May 2023 - Dec 2023

- Managing the social media account on Instagram and TikTok for the Women’s Soccer Team at Coastal Carolina University.
- Increased Instagram following from 6500 to 7,200 and the TikTok following from 1500 to 11,900.
- Created multiple viral TikTok videos, all of which accumulated tens of thousands of views, 3 of which reached hundreds of thousands of views, and the most of which reached 11.5 million views.
- Created a viral video featured on @soccergrlprobs Instagram account.

Student Athlete

July 2020 – May 2023

- Appeared in 23 games across two seasons, earning 3 starts. (2022 and 2023 out due to injury)
- Logged 816 minutes.
- Tallied one goal in the 2021 season.

Prior to Coastal Carolina

2015 – 2020

- Three-time U.S. Soccer National Training Center invitee. (2015-2017)
- Five-time TopDrawerSoccer.com Great Lakes Region Top 30 player. (2016-2020)
- TopDrawerSoccer.com National Top 50 Midfielder. (2016)

SKILLS AND INTERESTS

Skills

Digital Design
 Marketing Strategy
 Content Creation
 Adobe Photoshop
 Adobe Lightroom
 Adobe Illustrator
 CapCut
 Canva
 Photography Editing
 Video Editing
 Photography Composition
 Typography Design
 Paper Animation and Animated GIFs
 Videography
 HTML, CSS, Inform 7

Interests

Marketing/Digital Design
 Analyzing Social Media Metrics and Analytics
 Content Creation
 Developing Digital Marketing Campaigns
 Professional Sports Marketing
 Music Festivals
 Soccer/Track and Field