

CARRIGAN SMITH-JACKSON

R E S U M E

CONTACT

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[My Creative Brief](#)

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SKILLS

- Digital Marketing & Multichannel Campaign Strategy
- Content Creation: Photography, Videography, Graphic Design
- Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, InDesign)
- Event Setup & On-Site Promotions
- Social Media Activation & Engagement
- Live Event Coordination
- Social Media Management & Analytics
- DSLR & Cinema Camera Operation (Sony FX3/FX6)
- Strong Written and Verbal Communication
- Project Management & Cross-Department Collaboration

PROFESSIONAL PROFILE

Creative and strategic multimedia professional with experience across administrative and communications support in fast-paced environments and digital marketing industries. Skilled at developing and executing multichannel campaigns, producing high-quality content, scheduling, email correspondence, document organization, customer service, and using data to drive engagement and brand growth. Adept at photography, videography, graphic design, and storytelling, with a strong understanding of cross-functional collaboration and audience-focused strategy. Passionate about blending creativity and analytics to deliver impactful messages and elevate brand presence in diverse markets.

EDUCATION

Hampton University, 100 E Queen St, Hampton, VA, 23669

(August 2020 -May 2024)

3.3 G.P.A Graduated with Honors and recieved my Bachelor of Arts degree in

Journalism with a Cinema Studies minor

2023 Initiate into the Gamma Iota Chapter of Delta Sigma Theta Sorority, Inc.

Cedar Hill High School, 1 Longhorn Blvd, Cedar Hill, TX, 75104

High School Diploma/ 3.5 G.P.A (2016 - 2020)

EXPERIENCE

The Other Side of the Game Sports Media Business

CEO/Digital Content Creator- (May 2025- Present)

- Founded and manage a multimedia platform spotlighting athletes and coaches through interviews, visual storytelling, and social media.
- Produce and edit video content that highlights culture and community within sports.
- Interviewed and featured figures such as Daquan Davis (Providence MBB), Aaron Smith (New York Jets), and Coach Cris Dishman (Texas Southern).
- Create original short-form content for Instagram and YouTube, driving audience engagement and brand growth.
- Draft professional communication and maintain confidential records related to interviews and media contacts

CARRIGAN SMITH-JACKSON

R E S U M E

EXPERIENCE CONTINUED...

Florida State University Athletics/Unconquered Media

Athletic & Recr. Assistant/Sports Content Strategist-(August 2024-March 2025)

- Developed and executed video content strategies optimized for social media, including Instagram, TikTok, and Twitter, driving increased engagement.
- Created high-quality video content, including highlights, player interviews, and behind-the-scenes footage for the video board during media time outs.
- Captured and produced game-day and event footage, ensuring swift same-day edits for social and digital platforms. Logged all game day, media day, and practice footage.
- Served as a liaison between creative teams and athletic communications to ensure consistent messaging and branding.
- Helped manage and schedule team calendars pertaining to media shoots.
- Reference- Coach Hamilton: 850-322-1260

Spurs Sports and Entertainment

Digital Content Assistant (June 2024-August 2024)

- Supported live event coverage and digital campaigns for the San Antonio Spurs brand.
- Provided assistance with media outreach and helped maintain an up-to-date media list.
- Led trend meetings
- Filmed at summer youth camps, did graphics for Summer League game against Pelicans, and created post for Juneteenth .
- Executed social media trends, and filmed the 2024 NBA Draft Party at The Rock in San Antonio, Texas.

Hampton University Men's Basketball Media Team

Social Media Strategist & Manager (September 2021-May 2024)

- Managed the team's official social media accounts, ensuring timely game-day updates and posts.
- Worked with players and coaches to create engaging social media content, contributing to brand visibility and fan engagement.
- Helped with the coordination of media coverage for team events and interviews.
- Produced highlight reels, interviews, and media-day content to enhance fan engagement.
- Served as a creative liaison between athletic communications and production teams.

CARRIGAN SMITH-JACKSON

R E S U M E

EXPERIENCE CONTINUED...

Hampton University WHOTV Show & Saber Sports Show

Director/Production Team (August 2022-May 2024)

- Produced and edited video content for broadcast, including commercials and highlight reels, ensuring alignment with partner branding.
- Written Creative Briefs.
- Directed talent during live productions, delivering high-quality segments on tight deadlines.
- Assisted with audio board, teleprompter, and was a camera operator when needed.

Hampton University Alumni Affairs

Head Editor of the Campus Yearbook (August 2022- May 2024)

- Led a team of 12 and captured memories around Hampton University beautiful campus.
- Scheduled senior portraits, fundraising events, and opportunities for alumni to buy past yearbooks.
- Met with the president of the university and the alumni affairs monthly to discuss sales and updates within the yearbook committee.

Miss Juneteenth Movie directed by Channey Godfrey Peoples featuring Nicole Beharie and Kendrick Sampson

Actress/Video Production Shadow (June 2019- August 2019)

- Played the role of a pageant contestant and a high school extra
- Shadowed the director and video production team to enhance my knowledge within the production field, within the cinema field.
- Film released June 19, 2020

CARRIGAN SMITH-JACKSON

R E S U M E

Notable Achievements

- Produced content featured on high-traffic social media platforms, achieving increased engagement rates.
- Interviewed industry leaders, including MSNBC President Rashida Jones, demonstrating exceptional communication and interviewing skills.
- Developed media coverage for the 2024 HBCU Legacy Classic, enhancing visibility for the event across digital platforms.
- Apart of the National Association of Black Journalists.

Additional Qualifications

- Knowledge of Video Production.
- Strategic thinker who can balance creativity with data-driven decision-making.
- Availability to work nights, weekends, and holidays to meet demanding live programming and sports schedules.
- Strong organizational skills with an eye for visual cohesion in branding.
- Strong verbal and written communication skills with the ability to convey complex ideas visually and strategically.
- Demonstrated ability to thrive in fast-paced, multicultural environments, fostering inclusivity and collaboration.
- Ability to anticipate needs and meet urgent deadlines
- Knowledge of NBA, NFL, College sports, and the sports market overall.
- Experience cutting and editing video packages for digital and social platforms.
- Strong understanding of current events, pop culture, and news trends.
- Proficient in Adobe Creative Suite, iNews, and newsroom workflows.
- Able to thrive under tight deadlines with a positive, team-first attitude.
- Willing to relocate