Joe Boozell

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**Professional Summary**

Editorial and social media professional with more than five years of experience growing audiences for major digital media properties. Created my own brand from scratch which has racked up millions of engagements and tens of thousands of followers. Seeking editorial or social media role where I can enhance a team operation.

**Work History**

**NCAA.com Digital Journalist** Jul 2017 - Current

Turner Sports Chicago, IL

• Brainstorm, execute on NCAA stories that have generated millions of page views

• Create evergreen articles, landing pages that attract millions of unique visitors yearly

• Have covered multiple Final Fours, College Football Playoffs and College World Series on site and remotely. Higher-ups sent me to these events based on performance

• Increased social media followers, engagement and website referrals for accounts such as NCAA Football, NCAA March Madness. Grew NCAA Football’s engagements by 28% YOY in first year running its handles and another 12% the next year

**Founder, Editor-In-Chief** Oct 2018 - Current

The UnAthletic Chicago, IL

• Founded The UnAthletic, a satirical sports website and social media brand that is meant to be the sports version of The Onion

• Write all of the stories; run Facebook, Instagram, Twitter, TikTok accounts. Have racked up more than 45,000 followers across the four platforms in about a year and a half

• Created, executed on several posts that have received tens of thousands of engagements. Top post earned more than 5,000 shares and the website has attracted hundreds of thousands of unique visitors

**NCAA.com/PGA.com Interactive Producer**  Aug 2015 - Jun 2017

Turner Sports Atlanta, GA

• Implemented editorial plans; directed writers and site programmers each day. Edited stories daily

• Programmed app and homepage during March Madness, College Football Playoff, Ryder Cup, PGA Championship. Successfully carried out department objectives throughout high-stress events

**Education**

Bachelor of Arts: Journalism, Butler University May 2015