

# JORDAN NOVACK

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## ASPIRATIONS

My goal is secure an internship in Public Relations, Marketing or Sports Journalism. I have an eager willingness to apply work experience from internships and extracurricular activities, along with classroom studies, to an organization while gaining valuable work experience.

## SKILLS & ABILITIES

- Excellent research and writing skills, creative, professional
- Entrepreneurial spirit
- MAC, PC and Office Suite proficient
- Customer service experience: tough skin, personable & friendly
- Fiscally responsible
- Quick & enthusiastic learner, problem-solver, solutions-oriented, independent contributor & team player

## EXPERIENCE

### ***Ultimate Fighting Championship (UFC)***

#### **FULL-TIME INTERN**

Summer 2016

*Fight Pass* intern. Was a producer for several episodes of the *Fight Pass* Original Series, 20/twenty, as well as a producer/researcher for the *Fightography: Tournaments* documentary series. Assisted in the execution of International Fight Week, namely the UFC Hall of Fame Inductions, and handled Talent and Fan relations. Lead free fight plan for UFC 200, 201, 202, & 203. Pitched, developed, edited, and produced video productions and fight collections. Assisted in the launch of the streaming service for Latin America, and the re-launch of the newly formatted website in the US. Participated in content generation, talent relations, event promotions, research, SEO, web design / maintenance, brainstorming, video clipping / editing, and support of UFC's assets and marketing for Digital, Marketing and Public Relations departments during my tenure.

#### **ALPHA EPSILON PI**

2015 - Present

#### **FOUNDING FATHER, RECRUITMENT CHAIR**

Initiated the founding of a new fraternity chapter at Quinnipiac University, working with the national chapter and university on all approvals, charter, marketing, and execution. Elected recruitment chair for the first rush class. Responsible for all logistics, marketing and establishing and executing an evaluation process.

### ***THE QUINNIPIAC CHRONICLE***

Published articles can be found at <http://www.quchronicle.com/author/jordan-novack/>

#### **ASSOCIATE SPORTS EDITOR (EXECUTIVE BOARD) & PHOTOGRAPHER**

2015 - 2016

Invited to serve on the executive board as a leader and mentor of staff and freelance journalists. Beat reporter for nationally ranked women's hockey team. Feature article on coverage of national champion women's rugby team picked up by rugby websites and ranked first in Google search results.

**STAFF WRITER**

2014 - 2015

Sports journalist providing recaps for sporting events and competitions including hockey, soccer, rugby and basketball. Feature articles on athletes and athletic events. Invited to join as a staff writer within weeks of freelancing; training for executive board leadership role.

**ALONGTHEBOARDS.COM and TRIPLEPLAYTRIBUNE.COM**

2015

Contributed articles on the Los Angeles Kings and Tampa Bay Lightning during the regular and playoff seasons. Covered the Pittsburgh Pirates through submitted articles for the season.

**CAINE & WEINER**

May – August 2015

Outsource Operations – Outbound collection calls on behalf of a variety of clients. Required empathy, persistence, professionalism, negotiation, conflict resolution and tact in dealing with customers.

**RIVALS TRAINING CAMP (YAHOO! SPORTS)**

May 2015

Intern - Assisted with event set-up, player logistics, videography, social media, and player analysis.

**CALLFIRE, INC.**

2014

Ad hoc project support for marketing & business development including research, SEO, and presentations.

**THE LOS ANGELES JEWISH JOURNAL**

2014

Assigned coverage of Donald Sterling scandal; article printed online, in print, & picked up by Yahoo! Sports.

**WELL WATER**

2013

Technician servicing water filtration clients with on-site repairs and service calls. Required problem-solving, repair skills, customer support, and independence.

**THE SEARCH AGENCY**

2010 - 2012

General support on IT projects such as inventory management, software updates, CD replication, & wiring.

**COMMUNITY SERVICE**

**RELAY FOR LIFE**

2008 - Present

Gold Level Team Fundraising to benefit American Cancer Society

**COOKIES FOR KIDS CANCER**

2010 - 2015

Top fundraising chapter in U.S.; top fundraiser for each event

**EDUCATION**

**QUINNIPIAC UNIVERSITY, B.S. CANDIDATE, 2018**

Advertising and Integrated Communications major, Journalism minor

Admissions Tour Guide

Birthright Israel, 2015

Etgar Social Action cross country trip, 2013