

JONAH WASSERSUG

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Dynamic media and communications student with a passion for leveraging videography, photography, and social media to drive engagement and amplify brand narratives. Experienced in content creation, sports media, and storytelling techniques that elevate brand presence. Proven success in executing impactful social media strategies, creating compelling content, and leading high-profile collaborations to boost brand visibility and engagement.

Professional Experience

Social Media Analyst, Scrub Daddy, Pennsauken, NJ

May 2024 – Aug 2024

- Co-hosted TikTok Live 'infomercial' programs with QVC professionals, creating a dynamic brand persona that strengthened Scrub Daddy's community ties and boosted viewer retention.
- Executed brand outreach initiatives, contributing to collaborations with Dunkin' and Crocs, expanding brand visibility and cross-promotional impact.
- Applied social media analytics to track performance and audience engagement, using insights to enhance content strategy and drive engagement.
- Launched a targeted cleaning product bundle for college students, increasing sales and brand appeal among younger consumers.

Creative Intern, Syracuse Athletics, Syracuse, NY

Oct 2024 – Present

- Photographer and graphic designer responsible for capturing media day and recruitment photos for the multiple Syracuse varsity sports teams
- Developed visual content to enhance team branding and fan engagement on digital platforms
- Collaborated with coaches and athletics staff to ensure images and graphics aligned with team aesthetics and recruitment goals

Social Media Assistant, CitrusTV, Syracuse, NY

Sep 2022 – Present

- Produced photographs and graphics for various television shows, enhancing visual appeal and audience engagement.
- Created custom graphics and promotional materials aligned with each show's branding, strengthening identity and viewer recognition.
- Collaborated with producers to implement visuals that boosted engagement across on-air and digital platforms, increasing viewership and online interaction.

Head of Graphic Design and Social Media, Anchorage Buccaneers Minor League Baseball Team

May 2024 – Aug 2024

- Managed the team's visual branding and online presence throughout the 40-game summer season, creating game-day graphics, player profiles, and highlight reels that strengthened brand identity and fan engagement.
- Designed cohesive and engaging graphic content for promotional materials and social media, boosting brand appeal and merchandise sales.

Entrepreneurial Experience

Co-Founder, GEN — AI-Powered Fashion App

Developing *GEN*, an AI-powered wardrobe app designed to simplify shopping and style management. GEN aims to act as a virtual personal stylist providing fashion recommendations and managing a user's wardrobe. Currently focused on product development and market research to bring this idea to life.

- Awarded the Raymond von Dran Entrepreneurship Prize in the Blackstone Launchpad Start-Up pitch competition for "Most Investible" business plan
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Leadership Experience

Head of Risk Management, Sigma Alpha Mu Fraternity, Syracuse University

Jan 2024 – Present

- Develop and implement safety protocols to protect fraternity members and guests, significantly reducing incidents and enhancing safety standards.
 - Coordinated with campus authorities to ensure regulatory compliance, fostering strong relationships for seamless event approvals.
 - Led training sessions on risk identification, mitigation and crisis management, equipping members to handle issues effectively.
 - Managed large-scale social and philanthropic events, overseeing logistics to ensure smooth operations and promote a positive fraternity image.
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Education

Syracuse University - S.I. Newhouse School of Public Communications, Syracuse, NY

B.S. in Television, Radio, and Film (Sports Media)

Anticipated Graduation May 2026

- Minors: Innovation and Entrepreneurism; Psychology
- Dean's List (2022, 2023, 2024)
- Notable classes: Sports Content for Social Platforms, PR Principles and Practice with Emphasis on Sports, and Multimedia Storytelling.
- Study Abroad Program, Spring 2025 (London, UK)

The Galloway School, Atlanta, GA

High School Diploma

Aug 2018 – May 2022

- GPA: 3.89
 - Senior Editor, Galloway Yearbook (3 years)
 - Galloway Theater Company (4 years)
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Skills

- Expertise with Adobe Suite (Photoshop, Premiere Pro, After Effects)
 - Passion for Photography (digital and film) and Graphic Design
 - Social Media Strategy and Analytics – Experienced with content scheduling, engagement metrics, and audience insights tools like Sprout Social and Google Analytics to optimize social reach
 - Project Management: Successfully led media projects and cross-functional teams, coordinating tasks and timelines to meet goals
 - AI in Media: Utilize AI tools (e.g., ChatGPT, Midjourney) for trend analysis, content ideation, and enhancing audience engagement
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Language

- Spanish — Professional proficiency