

## WILTON C. JACKSON II

Email address: [wiltonjackson93@gmail.com](mailto:wiltonjackson93@gmail.com) | Twitter: @wiltonreports | (601) 291-5798 | Website: [wiltonjackson.com](http://wiltonjackson.com)

---

### **PROFESSIONAL EXPERIENCE**

#### **Sports Illustrated – Maven Media Company**

##### Writer

**November 2020 – present**

- Write and publish breaking news stories for SI.com
- Monitor social media for trends, optimize SEO, write social language for posts
- Appear on-camera to discuss written stories
- Serve as a daily contributor for videos about NBA news, college sports, WNBA, NFL news and general topics of the day for SI video platforms

#### **The Clarion Ledger – Part of the USA TODAY Network**

##### Trending Reporter

**July 2019 – August 2020**

- Researched, wrote, reported a variety of stories covering breaking news, trending news and sports
- Wrote, produced multimedia content appealing to key audience targets and maximized user experience on digital and social platforms
- Monitored the most important and fascinating stories important to our audiences in addition to pursue enterprise, investigative work
- Reported quickly, accurately via stories, video, Facebook, Twitter, Instagram or any other methods available to reach the audience
- Used metrics to inform story choices and shape beat strategies

#### **HBCU GameDay, (Jackson, Miss.)**

##### Jackson State, SWAC, Enterprise Reporter

**August 2018 – June 2019**

- Wrote preview stories, game stories, feature (enterprise) stories and create content in a variety of formats for Jackson State University and schools in the Southwestern Athletic Conference (SWAC)
- Shot, edit video from DSLR camera and mobile device for on-camera recaps of games for the HBCU GameDay “No Huddle” online football sports show via YouTube and Facebook
- Used live video to spotlight high interest, trending sports events
- Attended coaching press conferences, record live pregame and post wraps for games
- Shared content on social media platforms (Facebook, Twitter, Instagram) to grow and develop audience engagement

#### **SB Nation (For Whom The Cowbell Tolls) – Virtual**

##### Contributing Writer

**September 2018 – August 2019**

- Wrote game stories, breaking news, creative content and opinion-based stories for the Mississippi State Bulldogs and SB Nation website
- Uploaded stories using Chorus content management system, adding various multimedia elements
- Promoted stories and content using Twitter, Facebook and Instagram

#### **HBCU GameDay, (Atlanta, Ga.)**

##### Contributing Reporter, Writer

**February 2018 – May 2018**

- Wrote game stories and created content in a variety of formats for Atlanta’s “Historically Black Colleges and Universities” (Clark Atlanta, Morehouse, etc.)
- Shot, edit video from DSLR camera and mobile device for on-camera recaps of games for the “HBCU Fastbreak” online sports show
- Used live video to spotlight high interest events
- Shared content on social media platforms (Facebook, Twitter, Instagram) to grow and develop audience engagement

#### **WSB-TV, Atlanta, Ga. (COX Media Group – Digital Talent Program)**

##### Digital Media Associate (Digital Content Producer)

**May 2017 – June 2018**

- Designed, provide new engagement strategy/tactics to help increase engagement and page views by 10 percent for WSBTV.com the oldest TV station in the south, highest rated station in Atlanta and first local digital television platform with over 1 million followers in the country
- Helped manage WSBTV’s social media channels (Facebook, Twitter, Instagram, Snapchat, Reddit) and daily noon headlines newsletter; and created the WSB-TV high school football newsletter
- Researched, wrote and published in-depth sports stories and trending sports content using creative storytelling about Atlanta and Georgia sports, including NBA, MLB, MLS, NFL, NCAAF, NCAAB

#### **HUBCITY SPOKES (2016 SCRIPPS HOWARD INTERN), Hattiesburg, Miss.**

##### News and Sports Reporter

**June 2016 – August 2016**

- Wrote breaking and general news, and sports stories for *The Hattiesburg Post*, *The Lamar Times* and *The Petal News* on deadline and for online website, [hubcityspokes.com](http://hubcityspokes.com) using compelling SEO-friendly headlines
- Wrote, published monthly columns for *The Hattiesburg Post* and *The Lamar Times*

#### **HUBCITY SPOKES, A HATTIESBURG PUBLISHING COMPANY (PINEBELTSPOKES.COM), Hattiesburg, Miss.**

##### Sports Contributor, Columnist

**May 2016 – June 2017**

- Wrote 20-plus biweekly columns pertaining to high school sports, college sports and professional sports, particularly football and basketball

## **WILTON C. JACKSON II**

Email address: [wiltonjackson93@gmail.com](mailto:wiltonjackson93@gmail.com) | Twitter: @wiltonreports | (601) 291-5798 | Website: [wiltonjackson.com](http://wiltonjackson.com)

---

### **LSUSPORTS.NET, Baton Rouge, LA**

#### **LSU Women's Basketball Reporter**

**Nov. 2015 – March 2016**

- Published stories covering the LSU women's basketball team
- Live tweeted games to provide fan audience with additional engagement beyond the actual games

### **ESPN, Bristol, Conn.**

#### **Digital Media Intern**

**June 2015 – August 2015**

- Produced sharable sports content through on-and-off site aggregation
- Edited features, columns, blogs on ESPN.com for spelling, grammar, style and content

### **THE BIG EASY BELIEVER – FANSIDED, Baton Rouge, LA**

#### **Staff Writer, Podcast Contributor**

**June 2015 – January 2017**

- Wrote game stories, breaking news, features, and opinion-based stories for the New Orleans Saints, the LSU Tigers and the New Orleans Pelicans
- Uploaded stories on the WordPress content management system, adding various multimedia elements including tweets and GIFs
- Created photo galleries for the website
- Wrote stories featured on Bleacher Report.com
- Promoted stories and content using Twitter, Facebook and Instagram

### **EDUCATION**

#### **Jackson State University | August 2022**

Master of Science in Sports Science – **Emphasis in Sports Management**

#### **Louisiana State University | May 2019**

Master of Mass Communication, – Concentration in News and Sports (**Print, Digital and Broadcast**)

Media and Communications Graduate Assistant, LSU Office of Diversity

**Founder**, The Diversity, Media and Technology High School Journalism Project

#### **The University of Southern Mississippi | August 2011-May 2015**

B.A. Multimedia Journalism (Broadcast), Minor in Spanish (3.8 GPA)

### **PROFESSOR EXPERIENCE**

#### **University of Memphis**

Adjunct Professor, "Mass Media, Diversity and Society"

#### **Jackson State University**

Adjunct Professor, "Radio and Television Newswriting", "Sports Culture" and "Sports, Media and Society"

### **SKILLS**

**Design:** Adobe Suite (Audition, Analytics, Dreamweaver, InDesign, Photoshop, Premiere), AP Style Writing, Audacity, AVID, Anvato, Basic HTML, Canva, EDIUS, Final Cut Express, iMovie, Lakana CMS, WordPress CMS, VoiceMemo (Audio)

**Platforms:** Facebook, Instagram, Reddit, Salesforce (Newsletters), Snapchat, Twitter, YouTube, Slack, LinkedIn

**Equipment:** Audio recorders, Nikon D5500, Nikon D3400, DSLR Camera, Panasonic P2 HD

### **AWARDS AND HONORS**

2019 NABJ Salute to Excellence Award; 2015 ESPN Scholar; 2016 Scripps Howard Scholar & Intern; 2016 NABJ Salute to Excellence Collegiate Awards; 2015 Best Sports Package; Spring 2014 USA TODAY Collegiate Correspondents Program and The Sports Journalism Institute (SJI) Class of 2015

### **PROFESSIONAL AFFILIATIONS**

**Former National Board Student Representative**, National Association of Black Journalists (NABJ); **Parliamentarian**, Atlanta Association of Black Journalists; Online News Association; Society of Professional Journalists, Kappa Tau Alpha Journalism Honor Society and Kappa Alpha Psi Fraternity, Incorporated