

AJ HARRISON

+ WORK EXPERIENCE

2013-Present **UNIVERSITY OF WISCONSIN-MADISON**
Assistant Director of Brand Communications (2015-Present)
Athletic Communications Assistant (2013-15)

- Primary media relations contact for Wisconsin's nationally recognized women's hockey and women's soccer programs.
- Coordinated the social media accounts for the above sports, including the women's hockey Twitter and Instagram accounts that lead the country in followers.
- Produced original content for social media accounts, including shooting video, taking photos and designing graphics.
- Wrote press releases, website previews and recaps, compiled in-depth game notes and coordinated interviews for student-athletes and coaches.
- Coordinated media campaigns for multiple Olympians, Ann-Renee Desbiens, the 2017 Patty Kazmaier Memorial Award recipient, and the 2019 NCAA Champion Wisconsin Women's Hockey Team.
- Served as the contact for men's and women's track and field and cross country for five years and promoted seven individual national champions on social media and to local media.
- Acted as the media coordinator for the 2018 NCAA Cross Country Championship.
- Served as on-camera talent and producer for women's hockey preview and recap videos for three years.
- Authored weekly pieces for Varsity Magazine that promoted assigned sports and also wrote feature pieces for Varsity Magazine and UWBadgers.com.

2012 - 2013 **THE UNIVERSITY OF TULSA**
Media Relations Assistant

- Primary media relations contact for volleyball, men's and women's track and field and tennis programs.
- Produced releases, notes for the media, game previews and recaps, media guides and video content for assigned sports.
- Inputted stats for volleyball and conducted backup computer stats for men's and women's basketball.
- Oversaw the student workforce that would assist with gameday operation and tasks around the office.

2009 - 2012 **DRAKE UNIVERSITY**
Athletic Communications Student Assistant

- Primary athletic communications contact for men's and women's track and field and cross country programs.
- Worked as a part of the gameday athletic communications staff for men's and women's basketball, football, along with men's and women's soccer and softball.

+ VOLUNTEER EXPERIENCE

- **Assistant Media Coordinator**, 2013, 2018 & 2019 USATF Outdoor Championships (Des Moines, Iowa)
- **Press Box Coordinator**, 2011-2018 Drake Relays (Des Moines, Iowa)
- **Quotetaker/ Notes Crew Assistant**, 2012 NCAA Women's Basketball Regional (Des Moines, Iowa)
- **Quotetaker/ Notes Crew Assistant**, 2012 NCAA Men's Basketball Tournament Second and Third Rounds, (Omaha, Nebraska)
- **Assistant Media Relations Coordinator**, 2011 & 2012 NCAA Outdoor Track And Field Championship (Des Moines, Iowa)
- **Quotetaker/ Assistant Interview Coordinator**, (2011 NCAA Men's Basketball Tournament Second and Third Rounds, Tulsa, Oklahoma)
- **Assistant Photo Liaison**, USATF Championships (2010)
- **Assistant Media Mixed Zone Coordinator**, Drake Relays, 2010

GET IN TOUCH:



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+ EDUCATION

2012 **B.A. Broadcast News/Minor in Marketing**
 - School Of Journalism And Mass Communication
 - Drake University, Des Moines, Iowa

+ PROFESSIONAL SKILLS

	good	average	skilled
Photoshop	●●●●●●●●	○	○
InDesign	●●●●●●●●	○	○
StatCrew	●●●●●●●●	○	○
iMovie	●●●●●●●●	○	○
Premiere	●●●●●●●●	○	○
Audacity	●●●●●●●●	○	○
HTML/CSS	●●●●●●●●	○	○
Office	●●●●●●●●	○	○
Windows	●●●●●●●●	○	○
Mac OS	●●●●●●●●	○	○

+ PERSONAL SKILLS

	good	average	skilled
Creativity	●●●●●●●●	○	○
Organization	●●●●●●●●	○	○
Communication	●●●●●●●●	○	○
Team Player	●●●●●●●●	○	○

+ AWARDS/HONORS

Excellence in Communications Award
 2016 - U.S. Track and Field and Cross Country Coaches Association

Second Place-Sports Play By Play
 2011 - Iowa Broadcast News Association

"Top Dog" Award
 2011/2012 - Drake Broadcasting System

Four-Time "Polish The D" Award Winner
 2011/2012 - Drake Athletics