

John Franklin

973-901-5228 | JohnFranklinMedia@gmail.com | 24 Bond Place, West Caldwell, NJ
@JFranklinMedia | franklin-media.com

EDUCATION

Quinnipiac University/ School of Communications/ Hamden, CT
B.A./ Journalism major/ Spanish minor
Master of Science in Interactive Media and Communications: 2020

Expected Date of Graduation: May 2019

EXPERIENCE

Social Media and Content Director-iHeartRadio

December 2017-present

- Runs social media and published over 150 radio episodes for the national account, as well as the six market-specific accounts all across the U.S.
- Responsible for 39.5% follower increase on the national account and a 48.4% impression increase, and posting over 840 daily episodes
- SportsPass covers high school sports nationwide 45 markets on over 100 radio stations
- Meets with professional anchors to discuss weekly objectives for content
- Responsible for making Twitter lists that help our anchors research all markets
- Learned various types of advertisement sales techniques while working with the affiliate sales division

Digital and Social Content Intern-Colin Cowherd, Buck Sexton and Sean Hannity

March 2018-present

- Runs and manages social media for Buck Sexton's syndicated radio show that averages 6 million listeners per week
- Writes 3 posts daily for TheHerdNow.com, BuckSexton.com and Hannity.com and posts using SEO techniques
- Manages daily social content posted on Facebook and Twitter including video editing, preproduction, and making graphics
- Performs daily research on social platforms to find content for stories

Viceroy Journalist-Barstool Sports

May 2017- present

- Runs social media for the verified Quinnipiac Barstool accounts that have over 10,400 followers combined on Twitter and Instagram
- Responsible for a 141% increase on total followers between Twitter and Instagram
- Responsible for marketing with local business to promote Barstool Sports

Head of Social, Digital, and Viral Content-Quinnipiac Athletics Sports Media Group

February 2017- present

- Responsible for storyboarding and planning viral video content for the Quinnipiac Athletic Department website, Twitter, and Instagram accounts
- Manages a staff of 15 undergraduate students and runs weekly meetings
- Executive Producer and on-air talent of Instagram Television show "Bobcats Weekly"
- Produces daily video, social, and written content for each of the 21 NCAA Division I men's & women's athletic programs to be posted on their websites
- Quinnipiac University Women's Volleyball, Basketball, and Lacrosse team digital and social content coordinator

FanSided Expert, Editor, and Social Media Manager-Empire Writes Back

December 2016-August 2017

- Ran the website for FanSided's New York website Empire Writes Back which averaged over 223,100 monthly page views
- Responsible for running the website, including writing and posting daily content
- Edited articles daily for AP writing style, grammatical corrections, and edited pieces for optimal SEO outreach
- Managed the verified Twitter account for Empire Writes Back that has over 3,100 followers
- Created, wrote, and edited the Empire Writes Back podcast that ran from June-August 2017

Content Creator and Producer-SportsMe

June-October 2018

- One of the head content producers for the new app, SportsMe, which was named to TechCrunch.com's Top Picks for 2018
- Generates videos and still image content using Adobe Creative Suites that are posted on Facebook, Instagram, and Twitter
- Reaches out to social influencers on Facebook and Instagram daily to join and become users on the app
- Created the weekly SportsMe Instagram TV cast, as well as the SportsMe Blog, which are set to debut in September 2018

ACTIVITIES & ACCOMPLISHMENTS

Communications Honors Society: Lambda Pi Eta

November 2017-present

- Inductee of National Communications Honors Society, Lambda Pi Eta
- Denotes outstanding academic achievement, and on-campus involvement as a Communications major

Greek Honors Society: The Order of Omega

November 2017-present

- President of the National Greek Honors Society, The Order of Omega
- Denotes outstanding academic achievement as an executive board member of a fraternity

Pi Kappa Phi fraternity

September 2015-present

- Executive Board member as the New Member Educator and Secretary
- Published writer on the Pi Kappa Phi national magazine website StarandLamp.com
- Responsible for running the chapter's Twitter, Instagram, and Facebook

Quinnipiac University a Cappella Group "Note-Ables"

September 2015-16

- Performed live music as the tenor section leader as a freshman

SKILLS

- Adobe Premiere
- Adobe After Effects
- Adobe Audition
- Public Speaking
- AP Style Writing
- PR Strategies
- Adobe Photoshop
- On-Air Abilities
- SEO Strategies

AWARDS

- WayUp.com Top 100 Intern of 2018
- Published author of the book "Just Getting By"
- Fall 2017 Best Talk Radio show on Quinnipiac University's radio station, WQAQ
- College Media Pinnacle Award winner for producing the best collegiate sportscast
- Quinnipiac University Most Outstanding Freshman Award Winner 2015