

Jonathan S. Cotton

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Professional Experience

Assistant Athletics Director of Creative Video | NC State University

Jan. 2022 - Aug. 2025

- Drove the overarching creative strategy for video content by analyzing performance data to guide the creation of engaging material for our audience.
- Guided the video production process from the initial idea to the final product for over 20 different sports programs, ensuring a consistent and high-quality outcome.
- Managed and mentored a team of 3 full-time employees and over 10 interns, creating a productive environment that ensured projects were completed on time.
- Worked with other departments, including communications and marketing, to create unified and successful brand campaigns.

Digital Post Production Specialist | Boston Celtics

May 2020 - Dec. 2021

- Produced and edited timely video content from live events for immediate use on social media, which increased audience interaction.
- Created compelling motion graphics for important projects, such as the NBA Draft, to create a polished and professional look using Adobe After Effects.
- Worked with the marketing team to plan and create content for special events like Pride Month and social justice initiatives, making sure the content aligned with the brand's values.
- Successfully managed multiple projects at once under tight daily deadlines, all while maintaining a high standard of quality.

Content Producer | University of Notre Dame

July 2016 - May 2020

- Created a wide range of digital content, including game highlights and feature stories, for various sports teams to increase fan engagement on social media.
- Led the creative direction and filming of the introductory video for a new basketball season, from the initial concept to the final version.
- Acted as the main producer and editor for a well-received series about the football team during their undefeated season, where I oversaw the project from start to finish.
- Oversaw all stages of a documentary series about the football team, including managing shoots, editing content, and shaping the story to align with the team's brand.

Education

Bachelor of Science – Sports Media Production

Oklahoma State University – May 2016