



Jacob Pasteur

EXPERIENCE

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EDUCATION

Class of 2027

Major: Public Relations

Minors: Marketing, Sports Management

GPA: 3.546

Syracuse University

SKILLS

- Customer Service
- Content Creation
- Marketing
- Event Planning
- Adobe Creative Cloud
- Microsoft Softwares

CERTIFICATIONS

- CPR Certified [06/2024]
- Fundamentals Of Media Relations: Muck Rack [11/2024]
- NIL Simternship [4/2025]

LANGUAGES

- English
- Spanish [basic]

ACTIVITIES

- SU Club Golf- President
- WJPZ Radio- Host
- PRSSA
- PRSSA Sports Affinity
- Crisis Communications Club

Northern Texas PGA – Junior Tour Operations Intern

Frisco, Texas | 2024

- Managed daily operations for ~4,000 junior golfers across the Junior Tour
- Assisted with tournament setup, scoring, and Rules of Golf enforcement

Syracuse Club Golf – President

Syracuse, New York | 2025 - Present

- Led club operations, including tryouts, practices, and events with local golf courses
- Managed tournament logistics and team communications for regional/competitions
- Fostered team culture and represented the program on and off the golf course

University Union – Assistant Public Relations Director

Syracuse, New York | Present

- Tracked engagement data to improve PR and marketing efforts
- Supported press releases and day-of-show media relations

Syracuse University – New Student Orientation Leader

Syracuse, New York | 2023 – Present

- Supported planning and execution of Syracuse Welcome Week events
- Led small-group discussions to foster inclusivity, community, and awareness of student resources

University Union – Greater Outreach Marketing

Syracuse, New York | 2023 – 2024

- Developed marketing strategies for merchandise, concerts, and communications
- Executed campaigns across email, on-campus events, and digital outreach

Education in Action – Marketing Associate

Fort Worth, Texas | 2020 – 2025

- Created marketing and promotional content for the organization's educational programs
- Produced multimedia materials to engage students, parents, and educators

Finding Fine Arts – Co-Founder

Dallas, Texas | 2021 – Present

- Founded a nonprofit providing financial aid for student fine arts opportunities
- Organized fundraising events, managing logistics, marketing, and donor outreach

WJPZ Radio – Morning Radio Show Lead Host

Syracuse, New York | 2023 – Present

- Hosted weekly morning show with live discussions, music, and curated content
- Produced original segments including news and entertainment features to boost audience engagement

RELEVANT COURSEWORK

Writing for PR: Media and Message

- Wrote sample press releases, media pitches and briefings, news releases, CEO messaging, and fact sheets

Name Image Likeness

- Created sample NIL decks, pitches, and social media posts for collegiate athletes across different NCAA sports

Sponsorship and Promotion

- Created sample promotional strategies and posts for a chosen NFL team
- Produced a sales deck for a hypothetical NWSL expansion team

PR Research

- Designed a semester-long case study focused on engagement for a Syracuse University student organization