

JALISSA BREELAND

Work Experience

Recreation and Communications Specialist June 2025 - Present

Urban Youth Kings & Queens

- Manage event logistics for tournaments, clinics, and community engagement days supporting over 500 youth participants.
- Create and execute multi-platform social media campaigns to boost event attendance and engagement.
 - Gained over 1k followers in a span of one month and generated over 2k likes, 1k shares, 800 reposts, and 400 comments across all platforms.
- Produce compelling multimedia content to showcase impact stories and program success.

Social Media Content Creator November 2025 - Contract - Present

AGame Hoops

- Develop and execute short-form content strategies for Instagram, increasing audience engagement through trend-driven and platform-optimized ideas.
 - Generated over 135k views, 2.5k likes, and 400 reposts on Instagram reels.
- Conduct on-camera interviews to capture authentic, compelling storytelling aligned with brand voice and messaging.
- Edit high-quality video content using CapCut.
- Manage content publishing, including scheduling, posting, and ensuring consistency across platforms.

Social Media Content Creator August 2024 - Seasonal - Present

Danny Rumph Classic

- Collaborate with editors and photographers to produce timely, high-quality content in a fast-paced environment, meeting deadlines and maximizing audience engagement.
- Develop and execute multi-platform social media strategies including real-time coverage, behind-the-scenes content, highlights, and post-event recaps.
- Utilize strong AP skills to extract unique stories and perspectives from athletes.

Radio Host & Color Commentator August 2022 - May 2025

WHIP - Student Run Radio - IHeartMedia

- Assisted in scripting show segments and managing rundowns to maintain a consistent, professional flow during live and recorded programming.
- Conducted pre-game research and compiled stat sheets, team histories, and player profiles to enhance broadcast quality and insightful analysis.

Sports Journalist August 2022 - May 2025

The Temple News - Student Run News

- Reported and wrote timely, accurate sports articles covering games, athletes, and campus athletics under tight deadlines.
- Conducted player, coach, and staff interviews to produce engaging, well-sourced stories while adhering to journalistic ethics and editorial standards.

Marketing Workshop Participant March 2024 - Temporary - March 2024

Marcus Graham Project - Philadelphia Sixers & Hennessy

- Outlined a detailed 360-marketing campaign with a collaborative team, highlighting the key objectives for the Philadelphia Sixers and the official spirit of the team Hennessy.
- Created promotional opportunities within: in-arena, community, fans, OOH market, social media and digital engagement.
- Identified KPIs and market reach along with potential ROI.

Athletics Marketing Intern August 2022 - April 2023

Temple University Athletics Department

- Supported marketing plans and in-game promotions to boost attendance and fan engagement.
- Assisted with game-day operations and developed promotions leading up to game days.

Contacts



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Philadelphia, PA

Education

Temple University - 2025

Philadelphia, PA

- **Bachelor of Arts**

Communication and Media Studies

Sports Media Certificate

- **Clubs & Organizations**

Sports Media Society for Women

Temple Association of Black Journalists

Women in Sports Recreation and

Management

Skills

- Content Creation
- Graphic Design
- Highlight and Clip Editing
- Strong research skills
- Effective Interviewer and Storyteller
- Clean and Quick AP Writing Style
- Instagram, X, Facebook, Youtube and TikTok savvy
- Microsoft Exel, Word and Powerpoint
- Adobe Photoshop, Premiere, and Lightroom
- Capcut, Canva and Picsart

Certifications

Front Office Sports

Athlete Marketing Essentials:

NIL Certification