

Jack Larson

Sports media professional specializing in public relations, digital storytelling, and audience growth.

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EDUCATION

University of Illinois at Urbana-Champaign

Spring 2026

Bachelor of Science in Advertising

Minors: Journalism, Psychology

WORK EXPERIENCE

University of Illinois Urbana-Champaign — Div. of Intercollegiate Athletics

Champaign, IL

Sports Communications Assistant

Aug 2025 – Present

- Supported daily communications operations for the Final Four Illinois Men's Basketball team and No. 25-ranked Illinois Football along with various other varsity programs within the Division I athletics media relations office.
- Wrote press releases, game notes, postgame recaps and compiled statistical materials for use by local and national media outlets.
- Coordinated postgame press conferences and player interviews, facilitating credentialed media access and managing logistics.

Illini Media Company — The Daily Illini

Champaign, IL

Audience Director

April 2024 – March 2025

- Directed digital communications strategy across Instagram, Facebook, TikTok, X, and email for the University's primary student news organization.
- Increased Instagram followers from 7K to 14.6K and boosted reach by 750% over a 12-month period.
- Led a 25-member team of social media videographers and content creators, coordinating the production of 110+ Instagram Reels/TikToks over one year.

Staff Photographer, Copy Editor, Assistant Arts & Entertainment Editor

Feb 2023 – April 2024

- Awarded the Raymond Clamage Memorial Award (2023–24) for outstanding contribution to The Daily Illini.

Clutch Sports Media, LLC

Bloomington, IL

Freelance Sports Media Contributor

Dec 2022 – Present

- Photographed 100+ high school basketball games, including four consecutive years covering the State Farm Holiday Classic (2022–2025).
- Led content creation and planning across X, Instagram, and Facebook to drive fans to purchase broadcast viewership passes.
- Designed social graphics that performed strongly and contributed to increased awareness and sales of tournament broadcast passes.

Illinois Rivals

Champaign, IL

Football and Basketball Reporter

Aug 2022 – May 2023

- Covered University of Illinois football and basketball as a credentialed media member for the Rivals.com network.
- Wrote game recaps, feature stories, and breaking news articles in AP style under daily and gameday deadlines.
- Interviewed coaches and student-athletes, producing written and video content for digital publication.

Beloit Sky Carp

Beloit, WI

Broadcast Production Assistant

May 2023 – Aug 2023, May 2025 – Aug 2025

- Operated main cameras feeding video to live broadcasts on MILB.TV and Bally Live.
- Directed five-camera broadcasts throughout the 2023 and 2025 seasons.

SKILLS

Media & Publishing Platforms: Sidearm Sports CMS

Content Creation: Adobe Creative Suite (Lightroom, Premiere Pro, Express), Sony Alpha, DJI Mavic

Analytics & Marketing Tools: HubSpot, Meta Business Suite, Buffer, Hootsuite, Semrush, Asana

Additional Software: Microsoft Office (Word, Excel, Outlook)