

Ivan De Jesus Lopez

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EDUCATION

COOP Careers - Data Analytics Fellow

June 2024

California State University, Dominguez Hills

May 2023

Bachelor of Science

Business Administration: Sports, Entertainment, & Hospitality Management

Minor in Marketing

WORK EXPERIENCE

Social Media Gameday Assistant, Angel City Football Club

March 2023 - Present

- Publish play-by-play moments and sponsored content of home matches via Twitter
- Develop copywriting for social media platforms to engage and inform audience
- Assist social media team in generating and executing content ideas and posting schedule for gamedays

Production Temp - Social Media, FOX Sports

June 2023 - September 2023

- Executed content schedule and ideas for @foxsoccer and @sotuwithalexi social platforms
- Assisted in video, graphic, and copywriting content creation to distribute and maximize FOX Sports' soccer properties and soccer related storylines
- Distributed live soccer match TV highlights in real-time to social platforms
- Supported social strategies for tournament campaigns such as the 2023 FIFA Women's World Cup, 2023 CONCACAF Gold Cup, and UEFA Nations League

Intern - Social Media, FOX Sports

February 2023 - May 2023

- Assisted in generating content ideas for @cbbonfox & @foxsoccer social platforms
- Leveraged college basketball and soccer storylines by executing original memes & moments
- Distributed live college basketball and soccer game TV highlights in real-time to social platforms

Inaugural Intern - Marketing & Social Media, Latinx Cultural Resource Center

January 2022 - May 2023

California State University Dominguez Hills

- Managed organization's social media platforms (Facebook, Instagram, Twitter)
- Developed and executed content schedule to promote organization's events and resources
- Rebranded organization's social media leading to an increase of 110% Instagram followers
- Produced video content for social media features such as Instagram Reels to recap programs and events
- Facilitated and designed culturally informed workshops for first-year students and transfer students
- Served on student and professional staff hiring committees to build an inclusive team for the Cultural Center

Program Assistant - Social Media & Marketing, Associated Students, Inc.

July 2020 - March 2023

California State University Dominguez Hills

- Oversaw organization's social media platforms (Facebook, Instagram, Twitter, & TikTok)
- Coordinated content schedule and strategies for all social media platforms to promote events and resources
- Produced video content for social media features like Instagram Reels & TikTok
- Logged social media analytics to analyze individual platform performance and identify audience trends
- Trained Social Media Interns to assist marketing team and learn best social media practices
- Increased Instagram follower count by over 65% and introduced & developed new platform for organization

TECHNICAL SKILLS & CERTIFICATIONS

- Google Analytics Professional Certificate (Coursera)
- Excel (Pivot Table and Vlookup), Tableau, SQL
- CapCut, Premiere Pro & Rush, Photoshop, Canva, Adobe Express, WildMoka, Google IAS, Hootsuite, Facebook Insights, Meta Business Suite, Instagram Insights, Twitter Analytics, Twitter Media Studio & Ads
- Fluent in Spanish