



JADAH ROWAN

EMAIL

JADAHSROWAN@GMAIL.COM

WEBSITE

JADAHSROWAN.COM

SOCIAL MEDIA

IG | J.ADAH | ROLLINWITROWAN

PROFESSIONAL SUMMARY

Creative professional with experience managing social media accounts, producing video and graphic content, and supporting brand storytelling across multiple platforms. Background in community-focused initiatives, live event coverage, and collaborative creative environments. Skilled at balancing multiple projects while maintaining consistent quality, tone, and deadlines.

HARD SKILLS

- DaVinci Resolve | CapCut | Canva
- Event & Live Social Coverage
- Social Media Strategy & Scheduling
- Content Creation | IG | TikTok | YouTube
- Analytics & Performance Tracking
- Short-form Video Editing

WORK EXPERIENCE

SOCIAL MEDIA COORDINATOR

United Skates of America SkateLand
[April 2025 - Present]

- Manage content across multiple social media accounts, including graphics, short-form video, captions, and scheduling.
- Capture and edit high-quality photo and video content for promotional use, events, and ongoing digital campaigns.
- Coordinate with internal teams to align content with marketing initiatives, promotions, and on-site activities.
- Maintain consistent brand presentation while adjusting content style to fit different audiences and platforms.

SOCIAL MEDIA MARKETING INTERN

GANGGANG

[May 2025 - Sept 2025]

- Supported digital marketing efforts through website updates, photography selection, social media graphics, and video content.
- Assisted with communication and coordination related to creative projects and talent initiatives.
- Conducted research to inform storytelling, community engagement, and content accuracy for upcoming campaigns.

FREELANCE CREATIVE

Various Projects | Videography | Photography

- Curated community events to bridge performing arts with BIPOC student organizations at Ball State.
- Wrote, pitched, and developed original plays and multimedia projects.
- Produced video treatments, pitch decks, and visual assets for creative projects.
- Provided constructive feedback during rehearsals, staged readings, and development sessions.

EDUCATION

BACHELORS OF FINE ARTS IN MUSICAL THEATRE

BALL STATE UNIVERSITY [2019 - 2024]