

JACOB STERLING VANDERFORD

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EDUCATION

University of Nebraska-Lincoln, Lincoln, NE

Bachelor of Journalism, May 2024 (anticipated)

Major(s): Advertising & Public Relations, Broadcasting

Minor(s): Music, Global Leadership

Cumulative GPA (4.0 scale): 3.877/4.000

University of Oxford, Oxford, England, United Kingdom

Certificate in Economics and Theatrical Literature, August 2023

Cumulative GPA (4.0 scale): 4.000/4.000

RELEVANT EXPERIENCE

University of Nebraska Foundation, Lincoln, NE

Talent Management and Human Resources Intern, October 2023 - Present

- Assist the HR team in talent acquisition and recruitment processes by screening resumes, conducting initial interviews, and organizing candidate profiles, contributing to the efficient selection of top talent for various university departments
- Support the development and execution of employee training programs, including orientation sessions and professional development workshops, fostering a culture of continuous learning and growth among staff
- Collaborate in the management of HR data, including maintaining personnel files and databases, ensuring the accuracy and confidentiality of critical HR information, and aiding in compliance with regulatory requirements

Nebraska Communities Playhouse, Hickman, NE

Social Media Manager, October 2023 - Present

- Strategically devise and execute a comprehensive social media content plan, resulting in a significant increase in online engagement and visibility, and played a key role in growing the Playhouse's social media following during my tenure
- Create and manage visually appealing and shareable multimedia content, including graphics, videos, and live streams, to enhance the online presence of the Playhouse, ultimately driving higher attendance rates and ticket sales for events
- Monitor social media analytics and conducted audience research to continually refine content strategies, making data-driven decisions to optimize social media campaigns, leading to an increase in online reach and an improved understanding of the audience demographics

Sterling V Photography, Lincoln, NE (Freelance)

Founder and Lead Photographer, August 2023 - Present

- Establish and manage a successful freelance photography business, specializing in portrait, event, and commercial photography, consistently delivering high-quality images that satisfied clients and resulted in repeat business and referrals

- Demonstrate strong business acumen by handling all aspects of the operation, including client acquisition, contract negotiations, budget management, and post-production, resulting in a profitable and sustainable freelance photography venture
- Leverage digital marketing and social media platforms to effectively market services, broaden the client base, and establish a strong online presence, ultimately expanding the reach and impact of Sterling V Photography in the Lincoln, NE area.

Vandy Creatives, Lincoln, NE (Freelance)

Founder and Content Producer, August 2023 - Present

- Founded and operate a successful freelance creative agency, Vandy Creatives, specializing in content production for a diverse range of clients
- Direct and execute all aspects of project lifecycles, from ideation and planning to shooting, editing, and delivery, consistently exceeding client expectations
- Demonstrate exceptional skills in content creation, including video production, photography, and graphic design, resulting in visually engaging and compelling assets that helped clients achieve their marketing and branding objectives
- Employ effective marketing and client relationship strategies to expand Vandy Creatives' clientele, ultimately growing the business and fostering lasting client partnerships through exceptional service and the delivery of high-quality content.

Jacht Advertising Agency, University of Nebraska-Lincoln, Lincoln, NE

Director of Culture, April 2023 - Present

- Oversee and facilitate diversity, equity and inclusion team and committee meetings
- Organize after hours and community building agency-wide events
- Systematized career fairs and Jacht Pro for colleagues to network with partnering companies

Business Developer, January 2023 - May 2023

- Brainstormed and implemented internal and external growth opportunities
- Communicated between potential clients to ensure transparency amid deliverables
- Initiated all proposal files, MOUs and payment schedules to help solidify new clients

Broadway Beats, College of Journalism and Mass Communications, 90.3 KRNU Radio, Lincoln, NE

Creator/Producer/On-Air Personality, October 2022 - Present

- Edit and produce weekly radio show showcasing musical theatre and the Broadway industry
- Arrange interviews with performers on Broadway and in touring casts for podcast
- Spotlight student and community performers looking to pursue career in musical theatre
- Design and distribute social media posts for weekly themes and podcasts

Undergraduate Admissions, University of Nebraska-Lincoln, Lincoln, NE

Campus Host / Tour Guide, August 2022 - Present

- Outline the university experience through guided tours
- Advocate for student life through historical facts and stories
- Educate students on involvements, buildings, and off-campus attractions

New Student Enrollment, University of Nebraska-Lincoln, Lincoln, NE

Resolutions Specialist, August 2022 - August 2023

- Fielded phone calls and emails from students and families
- Consulted prospective students with orientation updates and college advice
- Quantified orientation and event rosters and organized prior details

Orientation Leader, Welcome Team Primary Programmer, January 2021 - August 2022

- Collaborated within diverse teams to create and execute an orientation curriculum to fulfill specific learning objectives and desired outcomes that reached thousands of individuals
- Fostered relationship building through campus tours and bonding activities
- Facilitated guided events to provide an easier transition to college for incoming students

Clifton Strengths Institute, Howard L. Hawks College of Business, Lincoln, NE

Senior Lead Coach, August 2023 - Present

- Delegate tasks to members of coach circle to help lead recitation courses
- Direct fellow coaches and stewarded meetings to discuss preparation for recitation
- Inspire freshman students through ten one on one coaching sessions

Recruitment and Engagement Specialist, August 2023 - Present

- Spearhead outreach campaigns for other academic colleges
- Initiate and coordinated workshops for students and faculty across campus
- Streamline recruitment through social media, booths and email communication

Clifton Strengths Coach, January 2022 - Present

- Administer 1:1 coaching sessions teaching business-minded individuals about tailored strengths
- Stimulate leadership knowledge heightening peer development through management course
- Lead recitation sessions during College of Business course lectures

University of Nebraska-Lincoln Athletic Department, Lincoln, NE

HuskerVision Intern, August 2021 - May 2022

- Worked as camera operator for Big Ten Network + live stream sporting events
- Operated video and sound boards at major Husker Athletics games

Lied Center for Performing Arts, Lincoln, NE

Education & Outreach Intern, June 2021 - August 2023

- Served as camp counselor for annual Broadway Triple Threat Intensive
- Obtained experience in leadership and education skills through masterclasses and events with national touring companies and Broadway actors
- Mentored prospective high school students hoping to pursue a career in musical theatre

Huskers Illustrated, Lincoln, NE

Sports Writing Intern, December 2020 - August 2021

- Covered Husker Athletics sporting events and worked closely with professional members of the media
- Attended pregame and postgame press conferences and asked players and coaches questions
- Gathered information and wrote stories for online and print issues of the magazine

SCHEELS All Sports, Lincoln, NE

Seasonal Employee, Cashier, November 2020 - Present

- Assist customers in adequately locating and purchasing items
- Greet all customers and provide positive and friendly service
- Package customer purchases and operate the cash register

CAMPUS INVOLVEMENT

Pi Kappa Alpha International Fraternity - Gamma Beta Chapter, Lincoln, NE

Member, August 2020 - August 2022, *Campus Involvement Chair*, January 2021 - December 2021

- Promote campus activities and community impact organizations among members

- Track member involvement through spreadsheets and compile application for greek recognition

Omicron Delta Kappa Leadership Honor Society, University of Nebraska-Lincoln Circle, Lincoln, NE
President, April 2023 - Present

- Introduced annual philanthropy events encompassing the five pillars of ODK; academics and research, athletics, service to campus community, communications, creative and performing arts
- Improved communication and recruitment among 40+ members through Slack and updating the official website
- Appointed chair positions to serve the organization, including social media, alumni relations, etc.

Member, January 2023 - Present

- Encourage collaboration among collegiate leaders and seek to identify, celebrate, and engage collegiate and community leaders from different backgrounds, perspectives, and generations
- Improve leadership skills, share ideas and continue to make a difference in their communities

Nebraska Human Resources Institute - NHRI Leadership Mentoring, Lincoln, NE

Leadership Mentor, January 2021 - Present

- Develop a relationship with a mentee in Lincoln Public Schools
- Curate leadership qualities and expand upon individual strengths
- Ignite creative habits for improving upon leadership capabilities

Freshman Campus Leadership Associates (FCLA) - Lincoln, NE

Member, Historian, Freshman of the Year, August 2020 - May 2021

- Acquire leadership, relationship building, government legislation skills
- Implement positive campus community change and action through personal projects
- Improved student-life and student-faculty relationship

Bathtub Dogs - UNL Premiere All-Male A Cappella, Lincoln, NE

Tenor, Merchandise Chair, August 2020 - Present

- Initiated shirts and new merchandise development, arranged online ordering and purchases
- Communicated extensively with alumni and active members about upcoming events
- Organized performances with on-campus and off-campus institutions

ASUN Student Government - Representative voice of UNL Student Body, Lincoln, NE

Senator for the College of Fine and Performing Arts, March 2022 - March 2023, *Senator for the College of Journalism and Mass Communications*, March 2023 - Present

- Engineer unification between student advisory boards and college faculty
- Attend weekly senate meetings to discuss amendments, bylaws and new legislation

HONORS AND AWARDS

Nebraska at Oxford Global Experience Program, Sum V. Gupta Fellowship (2023)

SLICE Student Impact Awards, Student Leadership Award (2023)

Nebraska Press Association, Linda Beermann Memorial Scholarship (2023)

Omaha Press Club, Panko Roberts/President's Memorial Scholarship (2023)

Nebraska Alumni Association, Howard and Judy Vann Student Leadership Award (2023)

Clifton Strengths Institute, Top Clifton Strengths Coach, CSI Champion (2022)

Dean's List (Fall 2020, Spring 2021, Fall 2021)

ASUN Student Government, Freshman of the Year (2020)