

Jake Aron

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- As a teenager, I was a [Sports Illustrated Kids Kid Reporter](#).
- After my freshman year of college, I spent six months in the Disney College Program.
- Days before I left for Walt Disney World, I [set a Guinness World Record](#).
- ❖ Now I'm ready to launch my professional career in Strategic Communication.

Education

University of Missouri

Columbia, MO

Bachelor of Journalism in Strategic Communication | Magna Cum Laude

January 2023 - December 2025

Minor in Entrepreneurship and Innovation

- Dean's List: Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025, Fall 2025

Bradley University

Peoria, IL

- Dean's List: Fall 2021, Spring 2022

August 2021 - May 2022

Work Experience

MOJO Ad, Public Relations Account Manager (Content)

August - December 2025

- Wrote and organized the plan book and co-wrote presentation scripts.
- Pitched an integrated campaign to the Chief Marketing Officer and other executives at Bath & Body Works.

Entrepreneur

2020 - present

- **Stakeout** - Co-founder of sports prediction app that won second place in a campus entrepreneurship competition.
- **This Is My City** - Created a line of hats based on city skylines. Honorable mention in campus competition.
- **Button Bonanza Shop** - Created products with funny sayings. 600+ Etsy sales and 5-star customer rating.

Fargo-Moorhead (North Dakota) RedHawks, Promotions Intern

May - July 2025

- On game days, I recruited fans to participate in on-field games, several of which I exceeded.
- On non-game days, I worked in the ticket office and the team shop, and helped with local promotions.

Sherman (Texas) Shadowcats, Director of In-Game Entertainment

May - July 2024

- Created and executed unique in-game entertainment events.
- Various customer service roles before, during and after games.

Disney College Program, Cast Member

June - November 2022

- Earned Disney's 'Mouseters' degree after completing a leadership development workshop.
- Served in a front-of-house food and beverage role, upholding Disney brand standards.

Sports Illustrated Kids, Kid Reporter

2014 - 2017

- Interviewed Clayton Kershaw, Derrick Henry, Dawn Staley, Dude Perfect, Rod Carew and more.
- Covered events such as two Final Fours and the first College Football Playoff National Championship.

Extracurricular Experiences

Set the Guinness World Record for the most baseball ground balls fielded in one minute

June 16, 2022

- [Wrote about the experience for The Dallas Morning News.](#)

Various campus communications

August 2023 - December 2025

- Wrote headlines, taglines and feature stories for various Mizzou websites.
- Created social media playbooks and NIL messaging guides for student-athletes, ensuring brand consistency and persuasive appeal.
- Produced copy and promotional content for sports radio shows, including scripts and social media graphics.