




JON LUNCEFORD

SPORTS & DIGITAL MEDIA PROFESSIONAL

CONTACT

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SKILLS

Social Media

Adobe Creative Suite

Web Design

Video Production/Editing

EDUCATION

BA in Communications

University of Alabama

Graduated in 2011

- Digital Editor, Crimson White
- Columbia Scholastic Press Association Gold & Silver Crown Award
- SPJ Mark of Excellence Award

REFERENCES

Please email me for references

PROFILE

Jon Lunceford is a sports and digital media professional from Birmingham, AL. Jon has worked with many major media groups across the southeast and country such as Cox Media Group, Cumulus Media, iHeartMedia, AL.com, NFHS Network and more. Jon also spent time as a professional gamer and brand ambassador for Samsung Electronics. Jon has a passion for supporting sports within various communities and has created the Under the Lights Foundation, a 501(c)(3) non-profit that helps fund extracurricular programs at schools across the southeast.

SELECT WORK EXPERIENCE

Digital Operations Manager

Disrupt Media 2021-2024

- Oversee operations for the whole company, including our flagship show The Next Round.
- Manage programming, digital media, social media, traffic, ad sales and engineering for the entire company.
- Helped to craft and implement short and long term goals, objectives and operation procedures for analytical and financial success.

Digital Sales/Operations Manager/On-Air Talent

Cumulus Media 2014-2021

- Responsible for all digital content for a radio group of seven stations, including written, video, audio and all in between. Handled website design and maintenance along with management of all station social media accounts.
- Worked with Westwood One in a social media role as well.
- Eventually took over as digital sales manager, handling our vast marketing extension programs, including targeted display and social advertising and all video, social and website creation and management.
- Served as an on-air host on WJOX 94.5, hosting a daily show covering all sports.

Web/Mobile Social Media Producer

Alabama Media Group 2014

- Worked as a key member of the Audience Innovation team, creating content and handling site and mobile app functionality along with other digital operations with a focus in social media for AL.com and other properties within Alabama Media Group.

Digital Content Director/On-Air Talent

Cox Media Group 2011-2013

- Oversaw all digital content, web design and social media and helped with digital sales and promotions for CMG's Birmingham based radio stations.
 - Also hosted daily content on our sports station, ESPN 97.3 The Zone.
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