

Jax Johnson

Baylor University – BBA, Sales Strategy in Sports and Entertainment/Management Information Systems

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ABOUT ME

Sports and entertainment marketing student at Baylor University with a passion for creating genuine, family-friendly content that builds community. As a TikTok creator with 50M+ lifetime views and multiple brand partnerships, I combine data-driven strategy with storytelling that resonates. My experience includes creator growth, sponsored content, LinkedIn event promotion, and an ESPN Central Texas internship focused on sports storytelling skills that align well with a family-friendly value driven brand.

SKILLS AND EXPERIENCE

Social Media & Content

- TikTok strategy, hook and caption writing, trend adaptation
- Short-form video: scripting, filming, editing
- Multi-platform content planning (TikTok, Instagram, LinkedIn)

Advertising & Brand Work

- Writing CTAs and ad-style copy that drive clicks and downloads
- Brand and sponsorship integration (UGC / paid posts)
- Basic campaign planning and results tracking

PR & Writing

- LinkedIn event and announcement posts
- Professional and academic writing (projects, ethics paper)
- Presentation and public speaking experience

Analytics & Tools

- TikTok analytics (views, retention, engagement)
- Excel/Google Sheets for simple reporting
- Salesforce Trailhead (25,000 points, 80 badges)
- HubSpot Social Media Marketing certification

Leadership & Communication

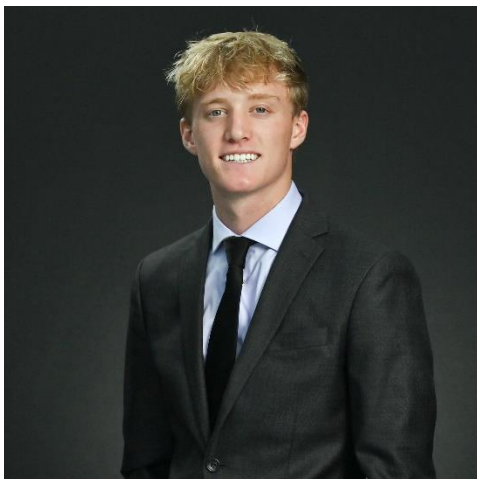
- Baylor University Social Media student worker
- ESPN Central Texas TikTok internship
- Varsity volleyball team manager (operations and reliability)
- UIL One-Act Play (state-level competition, acting awards)



Full body Headshot Fall of 2024



Working a Game for the Dallas Mavericks – Spring 2026



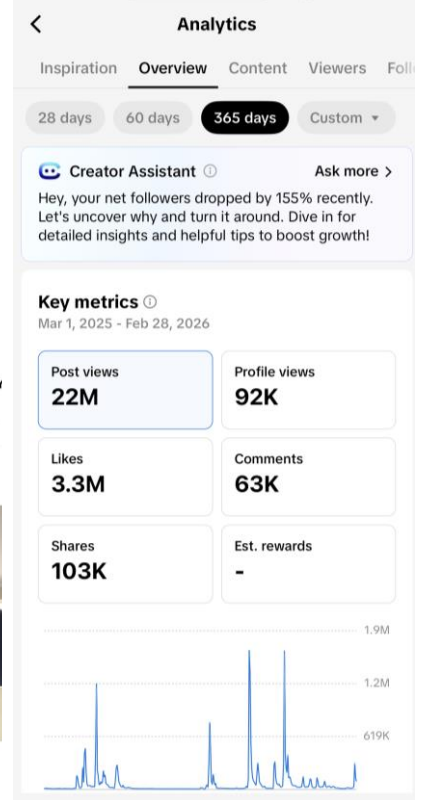
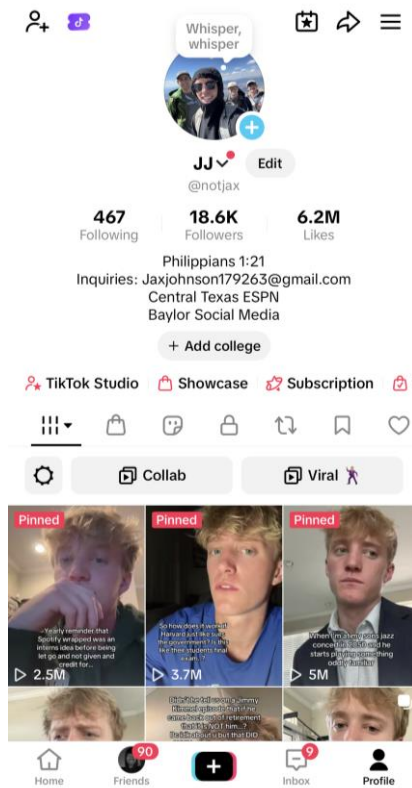
Baylor Career Day- Fall 2025

SOCIAL MEDIA AND CONTENT

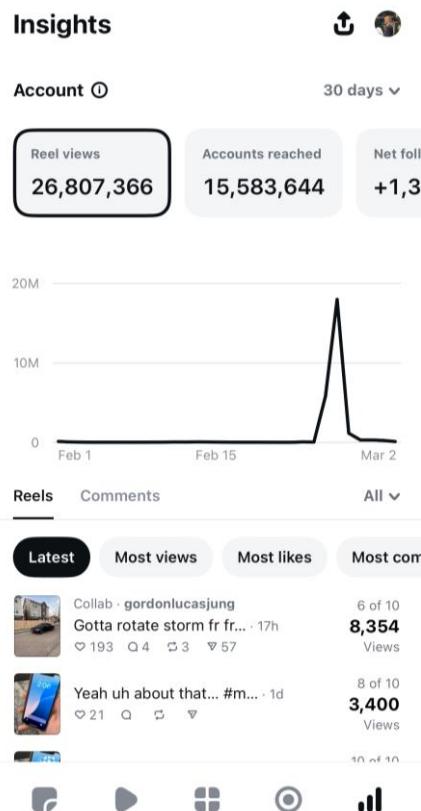
Personal Accounts

TikTok- @Notjax

- Generated 22M+ organic views over the last 365 days by consistently identifying and executing on viral trends and news stories.
- Built and managed a loyal audience of 18.7K+ followers, focusing on relatable, high-retention "POV" content.
- Drove over 200,000 engagement actions (comments, shares, and reposts), maintaining a highly active and responsive community.
- Mastered daily content using real-time news to keep the account relevant and favored by the algorithm.
- Analyzed personal account data and viewer metrics to double down on what works, leading to multiple videos with over 1M views.



Instagram- @J.xjohnson

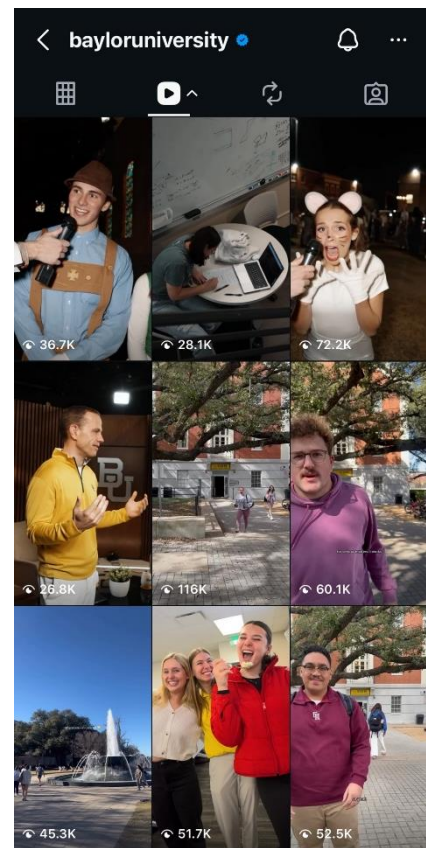


- Scaled a personal Instagram account to 27M+ views and gained 1,400+ followers within the first 30 days of content creating.
- Generated over 1.5M total engagements (likes, comments, and shares), proving an ability to create highly shareable, viral content.
- Identified and utilized trending audio and news stories to achieve immediate reach and algorithm favorability from day one.
- Averaged high-velocity growth by posting relatable content that turned millions of views into a dedicated following and active community.
- Analyzed real-time performance metrics to refine content hooks, leading to multiple videos surpassing several million views each in the first month.

Baylor University Social Media

Instagram/TikTok

- Acquired over 200k views across my first 3 personally curated vids including 2 on-camera interviews
- Leveraged trend forecasting and audience insights to maintain a consistent brand voice, successfully increasing community sentiment and follower interaction.
- Collaborated with university departments to capture and promote high-profile campus events, including All-University Sing, to drive student engagement and digital presence.
- Partnered with the internal creative team to streamline the production workflow, ensuring all social deliverables met university brand standards and deadlines.



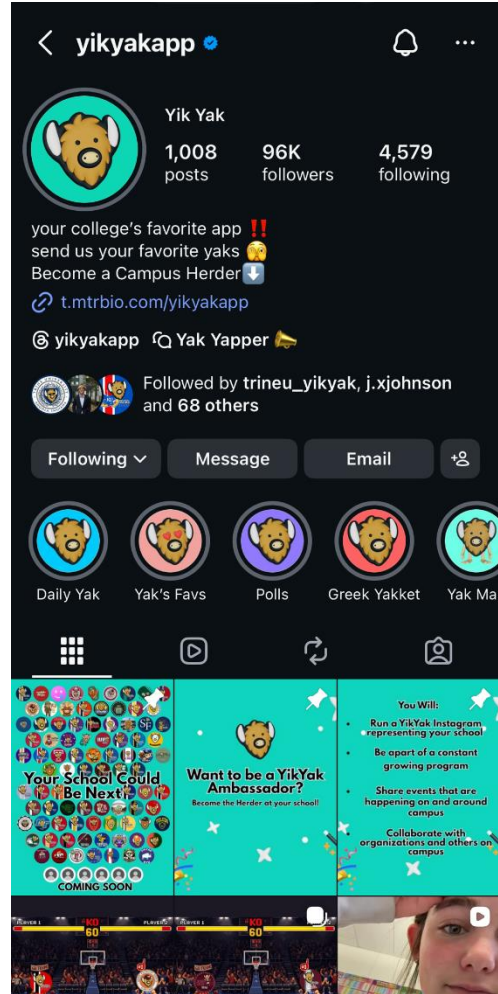
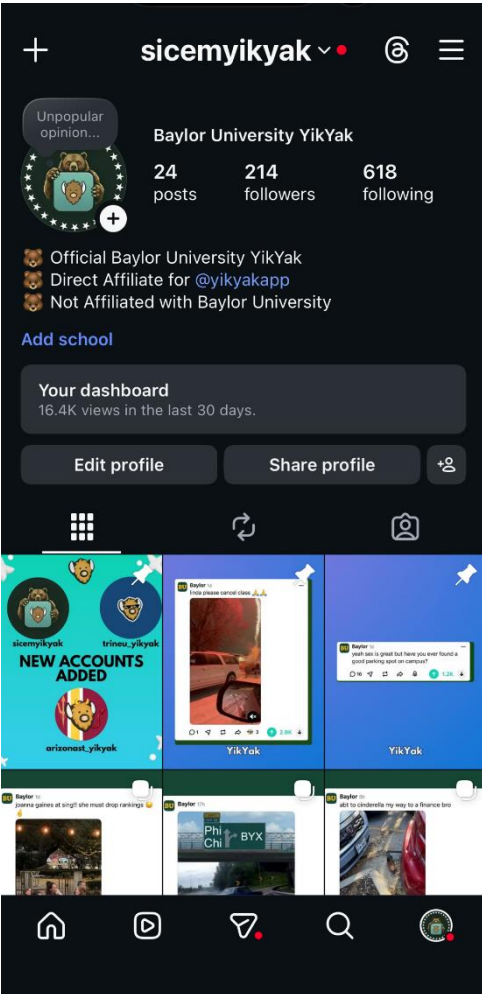
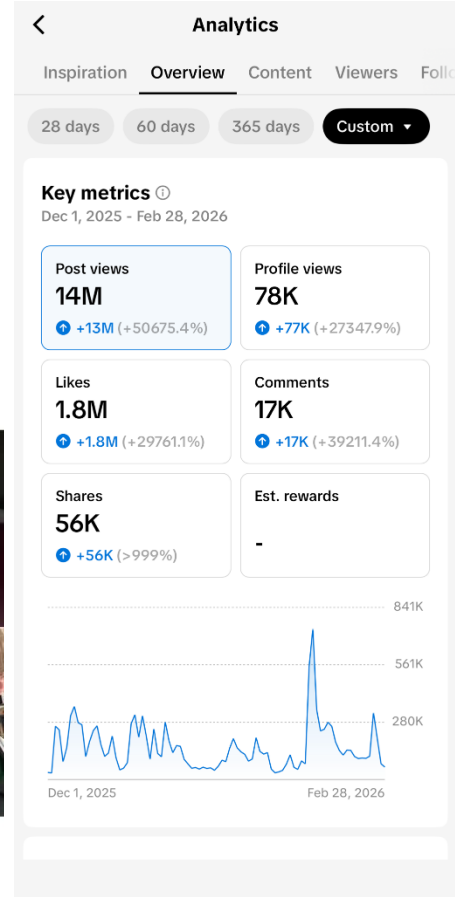
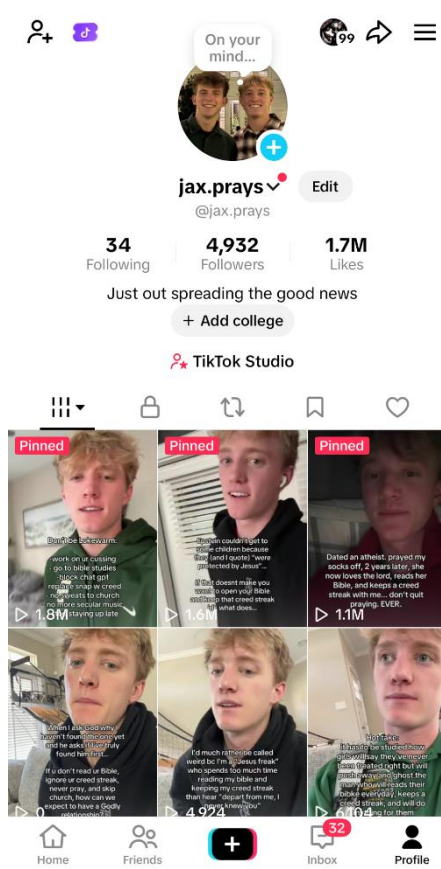
ESPN Central Texas-

TikTok

- Assisting in the development of social platforms and media presence of ESPN Central Texas under new management-Terry Tatcher
- Collaborating in a team of 3 creating multiple videos a week for the ESPN TikTok account
- Analyzing ESPN and SportsCenter trends to create popular/viral videos
- Attending live broadcasting and podcasts in studio and off-campus
- Bringing new perspectives from a younger audience such as myself
- In field hands-on work at the high school level and club games in the Central Texas region.

Creed Bible App UGC- TikTok

- Scaled a sponsored TikTok account from 0 to 14M+ total views and 5000 followers within the first 120 days of launch.
- Executed a high-volume content strategy, producing and optimizing 75+ original videos per month to maximize brand reach and user acquisition.
- Consistently surpassed performance benchmarks, securing multiple performance-based bonuses for high-engagement "viral" content (20+ @ 100k and 3 @ 1M+ views per video).
- Helped scale alongside a team that began with only 4 creators to now 20+.
- Consistently interacted with community and engaged with comment and DMs to effectively turn clicks into downloads.



Baylor Yikyak- Instagram

- Created a YikYak page on Instagram dedicated for Baylor students and alike to grow YikYak's community presence a part of their ambassador initiative.
- Help with keeping the official Instagram organized and continuous communication with other schools.
- Offered to run the official YikYak TikTok but turned down due to time commitment and pay or lack thereof
- Organically achieved 200 followers and around 20k views on the Baylor YikYak account in its first 2 weeks.
- Consistently posting funny and viral YikYaks once a day on the Instagram.

SPONSORED AND CLIENT WORK

Livestreaming + Agency

Recapture Livestream

- Worked alongside top creators and personalities to build an active community while spreading the gospel
- Averaged 10k people joining my stream each night with an average of 50 concurrent viewers at a time



Music Video

Love Bomb - Leecie Paige

- Assisted in the production and acting in a music video for a new single on youtube, spotify, and apple music.
- Shot across 2 film days and 4 different locations, with 3 outfit changes.
- Achieved 2.5k views on YouTube within 5 days of release.



Brand Partnerships with @Notjax

TITLE: Brand Partnerships – Ailith AI, Snow, Gymshark, and Recapture Livestream

ROLE: Paid creator and content partner

Context

Brands partner with my @Notjax account to reach an engaged sports and lifestyle audience through native-feeling TikTok content. My goal is to protect audience trust while delivering on sponsor objectives such as awareness or downloads.

What I Did

- Met or aligned with brands on campaign goals, key messages, and target audience.
- Scripted and filmed TikToks that integrated products naturally into my usual content style.
- Wrote captions and CTAs that encouraged curiosity, clicks, or downloads without sounding overly salesy.
- Reported back on views, engagement, and what type of content resonated best.
- Livestreamed for 3 months straight consistently 5-6x a week for 2-6 hours a day.

Results

- Delivered sponsored content to a channel with 50M+ lifetime views and strong recent view growth.
- Recently partnered with Locket, a top social app with hundreds of thousands of reviews and tens of millions of downloads in the App Store.
- Maintained engagement on sponsored pieces close to organic benchmarks, indicating audience trust remained strong.
- Generated over \$15000 in revenue while livestreaming for Recapture Livestream.

WRITING, COURSEWORK, LEADERSHIP

Writing and Projects

- Marketplace Simulation (Bike Marketing Strategy): Team placed 2nd of 100+ teams for marketing techniques and tactics by using data to choose positioning, pricing, and promotional strategies and writing clear, targeted campaign messages.
- SPJST MIS Acquisition Strategy: Co-wrote a recommendation report on information systems options and helped present findings in a clear, persuasive format.
- Group Ethics Paper: Co-authored and presented an ethics case analysis, developing a professional tone for sensitive topics while providing a unique outlook and perspective.
- Interviewed students and wrote an article covering Baylor sing: [News Story- Jour 3372.docx](#)

Relevant Coursework

- Sports/Entertainment Analytics; ProSales 1 – Sports Marketing.
- Marketing: Thinking and Writing; Writing for Media Markets; Sports/Entertainment Sales; Consumer Behavior.
- Leadership & Organizational Behavior; Speech for Business/Professional Students
- Social Media Marketing (HS), Practicum in Marketing (HS), Sports Marketing (HS)
- Introduction to Business Analytics; Introduction to Python; Software Applications for Business; Foundation Database System Development; AI: Principles and Applications

Certifications & Tools

- HubSpot Social Media Marketing Certification (strategy, content, measurement)
- Salesforce Trailhead: 20,000 points, 80+ badges (CRM, data, digital tools)
- Tools: TikTok, Instagram, LinkedIn, Canva, CapCut, Edits, basic Premiere, Excel/Sheets, Salesforce, Google Workspace, n8n, JSON, Postman, Google AI Studio, Flow, and Google Gemini.

Leadership Roles and Positions

- Baylor S3E VP of Recruitment: Attend Baylor sanctioned events for incoming seniors multiple times throughout a semester. Consistent tabling and visiting large classes to inform underclassmen about their decision for declaring a major and what makes S3E a unique program.
- Business Peer Leader: Worked as a Baylor student-worker by co-leading a class of 35 freshman for an introductory level business class. Meet with students twice throughout the semester to check in on coursework, the college shift, and serving as an older student to look up to or ask guiding questions.
- Highland Baptist Church Small Group Leader: Served as a small group leader for highschoolers at , specifically juniors, on Sunday mornings and Wednesday nights every week. Attended multiple weekend overnight retreats throughout the semester, bonding with students and helping the growth of their faith.