

H. JOSE BOSCH

DIGITAL MEDIA STRATEGIST. BRAND MANAGER.

CAREER SUMMARY

I started working in digital media when the industry was still in its infancy and, along the way, helped launch and create a unique digital media voice for three different sports entities (one college sports website and two soccer clubs) during the last 13 years. Thanks to that experience and my passion for studying current trends, I know how to grow and cultivate audiences with a strong brand voice.

WORK EXPERIENCE

LEAGUES CUP FREELANCE WRITER/SOCIAL MEDIA

July-September 2023 | Samba Digital

I worked with Samba Digital as an editorial and social media freelancer. I wrote stories for LeaguesCup.com throughout the tournament and supported the social media team. The social media support included live tweeting and scheduling social posts across the tournament's three main social media accounts (Twitter, Instagram, and Facebook).

DIRECTOR OF DIGITAL AND MARKETING // SOCIAL MEDIA AND MEDIA RELATIONS MANAGER

2015 - 2023 | Phoenix Rising Football Club

I worked with Phoenix Rising for eight seasons (one part-time and seven full-time) and, over that time, have grown from managing its social media and media relations to becoming Director of Digital and Marketing with an employee and team of freelancers.

- Took social channels that lacked a unique and engaging voice and brought them to life in 2015 (when the club was Arizona United SC).
- Controlled the club's media relations and social media through a complete rebrand in 2017.
- Grew Phoenix Rising's social following from 68.7k to over 160k followers, with year-over-year growth from 2017 to 2023.
- Managed nationally relevant campaigns focusing on the arrival and play of Didier Drogba, the club's wildly successful \$1 beer night, and the team's 20-match win streak.
- Handled the team's digital strategy through the pandemic shutdown and out of it as fans were allowed back into sporting events, an experience that helped me learn to troubleshoot through stressful situations.
- Executed the team's marketing strategy via its relationship with third-party agencies.

ASSOCIATE FACULTY

2020 - 2021 | Arizona State University

I taught for three semesters at the Walter Cronkite School of Journalism and Mass Communication, one of the top journalism schools in the country. I spent two semesters teaching digital storytelling and one-semester teaching advanced issues in sports.



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ADDRESS

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EDUCATION

2008-2009

MASTERS OF SCIENCE, JOURNALISM

Medill School, Northwestern University

2004 - 2008

BACHELOR OF SCIENCE ENGLISH HISTORY

University of Michigan

SKILLS

Adobe Creative Suite

Microsoft Office

Social Media

Photography

Videography

Graphic Design

Troubleshooting

Online streaming

Writing

WORK EXPERIENCE (CONTINUED)

In my digital storytelling class, I taught students the basics of good storytelling and how they can tell those stories through different mediums: writing, photography, videography, podcasting, motion graphics, and graphic design. In my advanced issues in sports class, I taught about the economics of sports and how it affects most sports stories and issues, including racism, misogyny, homophobia, and corporate greed.

I have experience with different classroom settings, from in-person classes to hybrid classes to fully remote classes.

SUPPORT TECH

2014 - 2016 | Stretch Internet

In my two years working with Stretch Internet, I learned how crucial live streaming had become in the sports world. I helped smaller colleges and sports leagues put together their live-streaming setup over the phone and provided technical support for those schools whenever their streams had issues.

MEDIA RELATIONS AND SOCIAL MEDIA MANAGER

2011 - 2014 | FC Tucson

Before FC Tucson built its soccer team, I began working with them as a media relations and social media manager. Over three seasons, I managed social media and media relations for a pre-season Major League Soccer tournament and a Premier Development League soccer team. I created the club's Facebook, Twitter, Instagram, and Snapchat accounts, creating and establishing its voice on its digital platforms.

- Handled the team's entire social media and media relations.
- Media liaison for local media doing stories on the club and MLS preseason.
- Earned national attention in the soccer world for our unique social media voice.

MANAGING EDITOR AND SOCIAL MEDIA EDITOR

2009 - 2011 | LostLettermen.com

My first job and experience in digital media out of college was with LostLettermen.com. Every day for over a year, the site's founder set the editorial plan, and I wrote all of the site's content. I also managed the site's Twitter and Facebook accounts, posted stories daily, and made sure the site's accounts were active on college sports social media. It was my first experience managing a brand's voice and using it to help market the brand. Using my journalism skills, I interviewed many former college athletes about where they are now and wrote long-form historical articles.

REFERENCES

JON PEARLMAN

Head coach / FC Tucson
Phone : 520.440.3855

CHRIS KEENEY

Co-Founder, United Sports Properties
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ASHLEY ORELLANA

Founder, Orellana Creative
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JON ARNOLD

Writer
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H. JOSE BOSCH

SOCIAL MEDIA EXPERT



LINKEDIN
/hjbosch21



INSTAGRAM
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TWITTER
hjbosch21

EXPERTISE

- Social Media
- Media relations
- Management

AWARDS

2019

VOTED BEST SOCIAL MEDIA IN THE LEAGUE BY OTHER TEAMS

Phoenix Rising FC

2018

EMPLOYEE OF THE YEAR

Phoenix Rising FC

2013

BEST MARKETING OF THE YEAR

FC Tucson