

Laila J. Wilson

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Dear Mr. Charlie Jordan,

My name is Laila J. Wilson, a graduating Broadcast Journalism student from Florida A&M University with a strong passion for sports, storytelling, and social media. I'm applying for the Social Media Associate position because I truly admire the Jacksonville Jaguars' creative approach to digital engagement and would love the opportunity to contribute to that innovation.

Throughout college, I've worn many hats in the media space—Associate Producer for FAMU TV 20, Reporter and Videographer for HBCU Gameday, and Photographer/Production Assistant for Mega Ace Media. I've written and produced live broadcast scripts, captured game-day highlights, and published sports articles in The Famuan covering players, coaches, and even analyzing the impact of commercials aired during games.

Beyond traditional media, I've built strong content creation skills through platforms like TikTok, Instagram, and Facebook—using my personal blog, DJ brand, and art business page to create fun, relatable, and engaging content that connects with different audiences. I'm also proficient in Adobe Premiere Pro and know how to turn around high-quality edits under tight deadlines.

I'd love to bring my creativity, writing skills, and love for football to the Jaguars' digital team and help amplify the voice of the brand across platforms. Thank you for your time and consideration—I'd be excited to talk more about how I can contribute.

Kind regards,

Laila J. Wilson