

JOHNATHAN HOOKER

SPORTS JOURNALIST

530 Sterling Water Drive, Monroe, GA 30655 | jhooker1507@gmail.com | 706-247-0745

PROFESSIONAL EXPERIENCE

Student Worker, University of Georgia Athletics

Dec 2025 - Current

- Interviewed athletes and drafted compelling game recaps for Men's/Women's basketball, baseball, softball, and track & field to deliver high-quality content for game-day programs
- Partnered with the social media team to streamline content scheduling, driving an increase of over 5,000 followers across all active platforms

Writer, UGA Wire For USA Today

Oct 2024 - Oct 2025

- Collaborated with a senior writer to create a Google Calendar for website content publishing
- Wrote articles that contributed to achieving 27 million visitors, surpassing the initial goal of 10 million visitors set at the beginning of the year
- Consistently met weekly and monthly targets to support the website's goal of attracting 50,000 new visitors per week
- Gained knowledge with new technology such as Presto and WordPress

Writer, Clemson on Sports Illustrated

Aug 2023 - Jan 2024

- Developing in-depth stories for all fall and winter sports, ensuring thorough and engaging content that increased site visits by 57% a week
- Collaborated with editors to develop and pitch innovative story ideas, contributing to the overall editorial strategy

PROFESSIONAL DEVELOPMENT

NYU's Ed Bradley Journalism Fellowship

Jun 2025

- Selected with 19 other journalists from a highly competitive pool of applicants for a one-week training program
- Attended several meetings/sessions with top executives and anchors from The New York Times, CNN, CBS, and The Wall Street Journal

SKILLS

- Adobe Premiere Pro, Adobe Photoshop, and Adobe Lightroom
- Microsoft Excel, Word, PowerPoint
- Presto, WordPress, and SEO
- YouTube, Instagram, and TikTok
- AP Style

EDUCATION

Master's in Journalism and Mass Communication

Aug 2025 - Dec 2026

University of Georgia

Bachelor's in Multimedia Journalism

Aug 2021 - May 2025

Georgia Southern University

NOTABLE ARTICLES

- [5 Georgia football players that have improved their stock the most](#) (350,000 viewers)
- [Georgia QB Gunner Stockton ranks second in the country in this stat](#) (285,000 viewers)
- [Clemson Football: The Gator Bowl was anything but meaningless for the Tigers](#) (280,000 viewers)