



Rob Stolle
Senior Talent Acquisition Specialist
YETI Coolers
Austin, TX

Mr. Stolle,

My name is Jordan Reagan, and I want to thank you for taking the time to review my application to be a Photo Editor with YETI Coolers. As I'm preparing for a year's-worth of major life changes, including relocating to Austin, I'm looking to make a change in my career. Please allow me a few moments to convince you why me taking this position with your company is the best move for both of us.

I bring with me nearly a decade of experience in the news industry. I'm a photographer at my core, and that has been the foundation for my entire career. I was well-trained in sports photography at my first job as a Sports Editor for a small-town daily newspaper. From there, I moved to broadcasting, where I began as a photographer before advancing to other positions, all of which are outlined in my resume. I never stopped being a photographer, either. Whether it was picking up shoots to help out around the station, or taking side gigs for various music videos or short films, it's in my blood and I'll never stop working behind a camera.

I believe my experience as a manager would be beneficial to this position, as well. For several years, now, I have been a mentor in my newsroom, helping to lead and inspire photographers, reporters and producers. I know what it takes to get the most out of people, and my methods don't involve terrifying people or giving them undue stress. I never tell people to do anything I wouldn't be willing or able to do, myself - I don't believe that's productive.

My thirst for creativity and my ability to guide and work alongside others has served me well in my career, and I hope I have the opportunity to put these qualities to work with YETI Coolers. To learn more about my professional experience, please review my resume or feel free to reach out to any of my references. And if you want to learn more about Jordan Reagan the person, please reach out to me. I'd love to learn more about this great company.

Thank you for your consideration.

Jordan Reagan
Multi-Media Professional
Amarillo, TX
jordan.reagan.tx@gmail.com

Jordan B. Reagan

806-678-0244 | jordan.reagan.tx@gmail.com | www.linkedin.com/in/jordanreagantx

Assignments Manager

Seasoned, avid journalist with nearly a decade of well-rounded experience in reaching the masses with a desired message. **An effective communicator and proven leader** with the ability to apply creative vision and strong ethics to inspire others to act, whether in times of great stress or when things are moving more slowly. **Areas of expertise include:**

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| <input checked="" type="checkbox"/> Team Management | <input checked="" type="checkbox"/> Public Relations | <input checked="" type="checkbox"/> New Media |
| <input checked="" type="checkbox"/> Photo Editing | <input checked="" type="checkbox"/> Media Management | <input checked="" type="checkbox"/> Photography |
| <input checked="" type="checkbox"/> Public Speaking | <input checked="" type="checkbox"/> Video Editing | <input checked="" type="checkbox"/> Storytelling |
| <input checked="" type="checkbox"/> Press Releases | <input checked="" type="checkbox"/> Working Through Crisis | <input checked="" type="checkbox"/> Breaking News |
| <input checked="" type="checkbox"/> Strategic Planning | <input checked="" type="checkbox"/> Subject Lighting | <input checked="" type="checkbox"/> Web Writing |

Professional Experience

KFDA NewsChannel 10 **Amarillo, TX**
Assignments Manager

Jan. 2012 - Present

Day-to-day newsroom management; filtering story pitches, press releases and phone calls to decide on daily content; keeping reporters, producers and photographers on task; maintaining positive working relationships with important sources, community leaders, and viewers; developing and implementing short-term and long-term newsroom strategies.

Key Contributions:

- **Live Shot Drills:** Developed a wide variety of practice breaking news scenarios with which to regularly test and fine-tune reporters' ability to nail every remote live with only minutes to prepare.
- **Process Assignments Board:** Re-designed the display of our newsroom's physical agenda to include a focus on the "big" story of the day by planning a strategy to fully flesh it out and push it across all media platforms.
- **Geographical Beats:** Re-worked the way reporters gathered stories to equip them early on with exclusive contacts and a better way to keep a pulse on the entire viewing area, while also setting up a system for accountability for missing stories in their districts.

KOSA CBS 7 **Odessa, TX**
General Assignments Reporter

Feb. 2008 - Dec. 2009

Original daily content gathering; pitching story ideas during editorial meetings; shooting, writing, editing and presenting stories live on the air; publishing and updating main stories and side-stories in a Web-friendly format to digital platforms; establishing and maintaining a wide variety of niche contacts and sources throughout the viewing area.

Key Contributions:

- **Helped Displaced Family:** Fully enterprised a story which featured a family who had lost their home in a fire in a remote, rural area the night before. An anonymous and wealthy good samaritan provided the family with a brand new home and vehicle after seeing my story on the air.

Jordan B. Reagan - Page Two

806-678-0244 | jordan.reagan.tx@gmail.com | www.linkedin.com/in/jordanreagantx

- **Award-Winning Coverage:** Directly worked to bring some of the best and most-recognized stories to life. Texas Associated Press Broadcasters awards for Best Feature in 2009 and Best Spot News Coverage in 2010.
- **Exposed International Struggles:** Traveled to Mexico to talk face-to-face with residents and leaders about how persistent floods in west Texas were affecting their daily lives south of the border.

The Pampa News
Sports Editor

Pampa, TX

Oct. 2006 - Feb. 2008

Covered all local sports stories for daily newspaper by attending games, taking still photos, conducting interviews and writing articles; composing all page layouts for sports sections; finding a local perspective and impact from national sport stories; keeping statistics on players, teams and coaches for further season-long analyses.

Key Contributions:

- **Season Preview Special Editions:** Compiled interviews, photos and stats on local teams as well as those in outlying areas for multi-page inserts that went out with Sunday editions prior to football, basketball, baseball and softball seasons.
- **Player of the Week:** Started a weekly segment highlighting accomplishments of one particular stand-out athlete in any given sport, with the goal of driving more subscriptions from dotting parents and family members.
- **Weekly Column:** Impressed with my passion and knowledge for a wide variety of topics, my editor-in-chief assigned me to write a weekly column on any subject I desired, whether it was sports, politics, education, crime or anything else.

References

Jordan B. Reagan | 806-678-0244 | jordan.reagan.tx@gmail.com | www.linkedin.com/in/jordanreagantx

KFDA-TV

Shawn Venhaus
News Director
KFDA - NewsChannel 10
Amarillo, TX
806-381-9888
svenhaus@newschannel10.com

Ruben Flores
Chief Photographer
KFDA - NewsChannel 10
Amarillo, TX
806-383-6397
bmcclure@newschannel10.com

David Thompson
Digital Content Manager
KFDA - NewsChannel 10
Amarillo, TX
806-674-7830
dthompson@newschannel10.com

Ryan Crawford
Creative Director
KFDA - NewsChannel 10
Amarillo, TX
806-383-1010
gzamora@newschannel10.com

Outside References

Justin Patterson
Communications & Marketing Director
Texas Tech University Health Sciences Center
Amarillo, TX
806-414-9695
justin.patterson@ttuhsc.edu

Wes Reeves
Media Relations - Texas, New Mexico
Xcel Energy
Amarillo, TX
806-378-2714
wes.reeves@xcelenergy.com

Broc Carter
Program Officer, No Limits No Excuses
Amarillo Area Foundation
Amarillo, TX
806-376-4521
broc@aaf-hf.org

Carmen Fenton
District Media Relations
Congressman Mac Thornberry (TX-13)
Amarillo, TX
806-371-8844
carmen.fenton@mail.house.gov