

Joel Latta Baucom

Mooresville, NC 28117 | (561) 755-0197 | joellbaucom@gmail.com

SUMMARY

Bachelor of Arts candidate in Communication and Public Relations at the University of North Carolina at Charlotte. Experienced in sports management, social media, and team operations with a background as a college basketball team manager and scout team player. Passionate about combining media, technology, and athletics to engage audiences and build strong fan communities.

EDUCATION

University of North Carolina at Charlotte, Charlotte, NC

BA in Communication with a concentration on Media and Technology

Awards: Chancellor's List Spring 2025, 3.2 GPA

Expected Graduation: May 2026

Combine Academy, Lincolnton, NC

Graduation: 2022

Awards: Honors Student, Academic Excellence Recipient

PROFESSIONAL EXPERIENCE

Gastonia Ghost Peppers – Minor League Baseball Team

Social Media and Technology Intern – Gastonia, NC

April 2025 – Present

- Assist in creating and scheduling engaging social media content across platforms

- Cover in-game moments with live updates and fan interactions
- Capture and edit photos and videos for promotions, player features, and community events
- Track engagement analytics to optimize content strategies
- Support the promotions team with on-field activities and fan experiences

Clean Juice

Assistant Manager – Huntersville, NC

March 2024 – Present

- Supervised daily operations to meet performance and service expectations
- Maintained a clean and safe store environment
- Built strong relationships with team members to foster a positive work culture
- Handled cash management and improved record accuracy
- Resolved customer issues to enhance satisfaction

Southern Tide

Key Holder – Huntersville, NC

July 2023 – July 2024

Planet Fitness

Front Desk Associate – Charlotte, NC

November 2022 – July 2023

SKILLS

- Social Media Management
- Photo/Video Editing
- Leadership & Team Collaboration
- Time Management
- Customer Service
- Data Analysis
- Sports Coaching
- Microsoft Office & Google Suite

REFERENCES

Available upon request

Gene Steratore

Jeff McInnis