

# KENTUCKY YOUTH SOCCER ASSOCIATION

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## SOCCER LEARNING UNIVERSITY

### D.J. Switzer

Freelance Digital Marketer



A native of Cincinnati and lifelong fan and player of the beautiful game, D.J. is a freelance digital marketer and the former Director of Communications, Design and Supporter Relations for FC Cincinnati. While with FCC, his responsibilities included the handling of the club's social media, website, graphic design, and managing the club's relationships with its passionate supporters groups. He is also the founder of Wrong Side of the Pond, a soccer website with a weekly podcast, a crowd-sourced North American soccer bar directory, original writings and designs. His work has been featured in the Cincinnati Enquirer, by The American Outlaws, and in multiple international soccer publications.