

JARED BAILEY

MULTIMEDIA SPECIALIST

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PERSONAL PROFILE

Well-experienced, passionate multimedia specialist with a creative eye for stories. I am well-versed in both pre and post-production work.

SPECIALIZATIONS

- Shooting
- Video editing
- Website Management
- Photography
- Livestreaming
- Interacting with video clients
- Social Media

AWARDS RECEIVED

Television Advertising – Single Ad and Ad Series, Educational Advertising Awards (2021)

Outstanding Service, WVU Parkersburg Board of Governors (2015)

EDUCATION HIGHLIGHTS

West Liberty University
B.S. Communications- Broadcasting | August 2009 - May 2013

- Managed 10+ students, responsible for producing weekly shows
- Camera Operator for remote sports productions
- Various Production jobs for original programming

WORK EXPERIENCE

Senior Manager, Creative & Multimedia Production

Healthier Generation | Dec 2021 - Current

- Lead the creative, strategic, and dissemination process
 - Develop toolkits and standards of use for program staff
- Serve as the sole staff photographer and videographer
 - Includes traveling to various sites/events to shoot photos/video and selecting which content/speakers/moments to capture
 - Work closely with programmatic staff to create a plan before each project to best represent the work of the organization
 - Plan and manage annual video/photography shoots
- Edit video and photo
 - Responsible for all editing of raw video/photos
 - Repurposing existing video footage and photography for social content
 - Develop strong, compelling visual assets associated with major marketing and fundraising campaigns

Multimedia Specialist

WVU Parkersburg | Jan 2016 - Dec 2021

- Perform shooting, editing, and graphic design for all video content
 - Commercials
 - Social Media Content
 - Virtual Tours
 - Student Testimonials
 - Digital assets for website
 - Tutorials
 - Live Events (Graduation, concerts, community events)
- Mentor marketing interns
- Responsible for all of the university's multimedia assets
- Manage all exclusive digital content for the website

Electronic Media Technician

WVU Parkersburg | Dec 2013 - Jan 2016

- Performed shooting, editing, and graphic design for all video content
- Captured and edit photographs for events
- Livestreamed campus events (Graduation, speakers, and special events)