

JESSE WILLIAMS



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Austin, TX 78739

PROFESSIONAL SUMMARY

Innovative Producer with 6+ years of experience in most aspects of audio and video production. Visionary creator, editor, storyteller, and operations manager with demonstrated ability to take an idea from concept to delivery to produce entertaining and inspiring pieces. Collaborative in working closely with strategic and creative teams to develop and produce quality video and audio content. Expertise in pre-production logistics, planning, production, custom graphics composition, special effects, and asset management.

SKILLS

- Board Oversight and Portfolio Management
- Effective Communicator and Public Speaker
- Operational Analysis
- UX Design
- Scheduling and Planning
- Voice Recording Music and Sound Editing Software
- Graphics and Photo Imaging Software
- Work Crew Coordination and Strategic Planning
- Integrity and Transparency
- Website Copy
- Site Layout
- Design Ideas

EDUCATION

Austin Community College
Austin, TX

Some College (No Degree):
General Studies/Digital Graphics

- Chancellor's Honor Award Spring and Summer 2015
- Scholastic Excellence Fall 2014, Fall 2015
- 3.77 GPA
- Member of Alpha Gamma Pi Chapter of Phi Theta Kappa

Texas State University
San Marcos, TX • 05/2023

Bachelor of Science: Digital Media Innovation

WEBSITE, PORTFOLIO, PROFILES

- <http://txtheo.com>
- <http://txcannaco.com>
- <http://txvetco.org>

WORK HISTORY

Lonestar Collective Podcast - Podcast Producer and Host

Austin, TX • 08/2021 - 05/2023

- Coordinated with weekly guest talents to create program content,
- Guided producers and engineers in best story development practices and sound design concepts to encourage innovation in production techniques.
- Selected and created audio/video cuts and pre-produced audio/video underwriting and podcast episodes for more fluid broadcasting.
- Hosted podcast show 1-2 days per week and reached over 7000 listens, winning outstanding ratings, loyal sponsor base, and Texas Hemp Award win in 2021 with nomination for 2022.
- Guided producers and engineers in best story development practices and sound design concepts to encourage innovation in production technique.
- Coordinated with producers and on-air talent to create program content, new ideas and segments.

The PACE Center At Texas State University - Student Social Media Contributor (Fall 2022)

San Marcos, TX • 08/2022 - 12/2022

- Created social media content for client to use on Twitter and Instagram, along with monthly analytics reports, as part of Advanced Social Media and Analytics course
- Used analytics data to develop client portfolio, addressing client strengths and areas for growth

The Texas Hemp Reporter - Co-Host

Round Rock, TX • 09/2020 - 05/2022

- Dean's List Spring, Fall 2016, Spring 2017, Fall 2022, Spring 2023
- Honoree of Phi Kappa Phi
- Relevant Coursework: Media Practicum with KTSW
- Service-Learning Section Designated Coursework
- Ranked in Top 7% of class
- 3.96 GPA
- Lorenzo Estavillo Veteran Academic Excellence Award Scholarship Recipient

- Prepared weekly stories to discuss during broadcasts.
- Operated studio equipment
- Interviewed 50+ show guests and moderated discussions.
- Researched topics for comment and discussion.
- Made promotional appearances at public events.

Texas Cannabis Collective - Website Manager/Managing Editor

Austin, TX • 11/2019 - Current

- Collected and responded to user feedback through iterative site structure and content improvements.
- Tested and debugged site updates and prevented functional flaws from impacting public visitors.
- Incorporated SEO techniques to verify maximal site exposure to search engine robots and crawlers.
- Maintained 4 websites for branches of Texas Cannabis Collective
- Collected and responded to user feedback through iterative improvements to site structure and content.

Texas Cannabis Collective - Deputy Director

Austin, TX • 03/2021 - 12/2022

- Oversaw compliance with style guide, editorial guidelines, and brand identity throughout entire publication portfolio of 100's of articles.
- Oversaw and created publication of digital and print products, aligning multi-media content strategies to maintain cohesive brand identity.
- Contributed to short- and long-term strategic planning and identified potential new markets, lines of business and funding opportunities.
- Led team of three staff writers in producing content for news and opinion publications.
- Created social media content for client to use on Twitter, Instagram, Youtube, and Facebook, along with quarterly and annual analytics reports,
- Used analytics data to develop detailed notes addressing client strengths and areas for growth.

KTSW 89.9 FM - Specialty Host & Assistant Production Director

San Marcos, TX • 06/2016 - 12/2017

- Found, researched, fact-checked, and wrote scripts for relevant topics in local news.
- Announced ads, song switches, and breaking news segments for radio broadcasts.
- Created 100's of audio cuts, pre-produced audio programs, and underwriting for more fluid broadcasting.
- Operated studio equipment and produced show advertisements.
- Saved \$2000+ by implementing cost-saving initiatives that addressed long-standing problems.