

JESSE WILLIAMS



williamsjessem@gmail.com



8432984264



Austin TX



[Bold Profile](#)

WEBSITE, PORTFOLIO, PROFILES

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

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

PROFESSIONAL SUMMARY

Innovative Producer with 6+ years of experience across audio and video production. Skilled in taking projects from concept to delivery, with strengths in storytelling, editing, and operations. Collaborative team player with expertise in pre-production planning, production, graphics, effects, and asset management.

WORK HISTORY

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 - Administrative Director

Austin, TX • 01/2023 - Current

- Streamlined office processes by implementing efficient administrative systems and procedures.
- Facilitated meetings among various departments to address challenges or issues affecting the organization's goals.

DAV Chapter 219 - Junior Vice Commander and Patient Advocate

Austin, TX • 02/2024 - Current

- Elected to leadership in a veteran service nonprofit, supporting chapter operations, strategic planning, and public engagement.
- Advocate for disabled veterans navigating complex medical systems, using clear communication, compassion, and peer support to address urgent care and access issues.
- Share personal experience as a recipient of a double lung transplant—an exceptionally rare and historic medical milestone—to connect meaningfully with diverse communities, fostering empathy and mutual respect.
- Represent veteran concerns in local outreach and facilitate collaboration between service organizations, embodying values of transparency, accountability, and inclusive problem-solving.

Lonestar Collective Podcast - Podcast Producer and Host

Austin, TX • 08/2021 - 05/2023

- Member of Alpha Gamma Pi Chapter of Phi Theta Kappa

Texas State University

San Marcos, TX • 05/2023

Bachelor of Science: Digital Media Innovation

- 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

- 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

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.

The Texas Hemp Reporter - Co-Host

Round Rock, TX • 09/2020 - 05/2022

- 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.

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.