

JACKSON ZUBER

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— Summary —

Experienced video producer adept at managing end-to-end video production, from concept to final edits. Strong leadership skills and ability to guide cross-functional teams toward successful project completion. Expertise in creative storytelling, innovative shooting techniques, and digital editing software for captivating visuals. Proven track record of significantly impacting brand identity through engaging video content.

— Skills —

- Adobe Creative Suite Proficiency
- Social Media Strategy
- Visual Storytelling
- Video Editing Expertise
- Creative Vision
- Collaborative Teamwork
- Effective Public Speaking
- Diverse Production Knowledge

— Experience —

Video Director/Lead Producer | Arizona Sports 98.7 - Phoenix, AZ | 04/2023 -04/2024

- Directed broadcasts and edited videos for the highest-rated sports radio station on the West Coast.
- Managed the station's live broadcasts of the Diamondbacks 2022 playoff run, which had record-setting audience numbers.

Lead Producer/Anchor | Fight Guys Media - Las Vegas, NV | 06/2021 - 04/2023

- Founded a media outlet covering boxing and the UFC, sponsored by City Athletic Boxing Club in Las Vegas.
- Managed a group of 5 to produce a studio TV show, where I anchored, produced, wrote, designed graphics, and edited.
- Gained over 25,000 followers on social media.
- Generated over 5 million views on TikTok and YouTube.

Host and Video Coordinator | Sun Devil Athletics - Tempe, AZ | 12/2020 -04/2022

- In-game host for 65,000 fans at Arizona State University Football and all other sports events.
- Led Sun Devil Video team in collaboration with local advertising.

Anchor/Social Media Coordinator | Cronkite News, Arizona PBS - Phoenix, AZ | 12/2020 -06/2020

- Anchored the 6 p.m. newscast.
- Spearheaded content creation for TikTok.

Production Director | Blaze Radio, Arizona State University - Phoenix, AZ | 04/2019 -04/2021

- Guided over 400 students on the use of Adobe Creative Cloud.
- Responsible for technical repairs and added on-camera components to the station.
- Coordinated events and met with sponsors for the station.

— Education —

Arizona State University | Phoenix, AZ | 05/2023

Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts: Broadcast Journalism

- Recipient: New American University Scholar - Dean's Award
- Recipient: Sun Devil Standard Award
- Selected to cover the 2020 Summer Olympic Games
- STAA Award-Winning Journalist