

JESSICA DOUGLAS

PRODUCER | EDITOR

PORTFOLIO www.jessnicolevisuals.com

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PRODUCTION SKILLS

Adobe Premiere Pro	Project Management:
Adobe InDesign	Including scheduling,
Adobe Photoshop	asset management,
Adobe After Effects (minimal)	sourcing and licensing
Photography	stock footage/music,
Videography	storyboarding, look
Directing and producing	books, floor plans,
	actor's notes
	Excellent Client service
	and rapport

ADDITIONAL SKILLS

Google Analytics certified
Social media management
Graphic design
Camera operation
Problem solver
Collaborative group member

EQUIPMENT USE

- Sony PXW-X70
- Canon T5i
- Canon 5D Mark III
- Nikon D4000
- GoPro
- MANFROTTO 351MVB2
- Zhiyun Crane-M
- Feiyu 5PG PLUS - smartphone gimbal
- Lowel DP 3-LightKit

ACHIEVEMENTS

Jockey and Chicago Blackhawks - Everyday Hero Award
November 2017

WORK EXPERIENCE

Communication and Development Specialist

ONE MILLION DEGREES - SEPTEMBER 2019-PRESENT

- Manage external partnerships with brand agencies and video production agencies to create overall themes for major campaign pushes throughout the year
- Create and produce internal video production needs for various teams held throughout the year to increase scholar recruitment efforts, connect with supporters to donate to our mission, and engage donors with our mission
- Developed marketing and social media campaigns that contributed over \$160,000 in emergency grant funding for scholars
- Lead and support communication efforts, including annual report and mid-year reports, and collect scholar stories to share on social media and campaigns
- Support internal and external communication plans, including print, digital, social media, and media efforts to reach specific target audiences
- Supervise all social media channels and videos which include running campaigns for donor related events, special months such as Black History Month and Women's History Month highlighting organization members, scholars, and partners

Development and Marketing Coordinator

HORIZONS FOR YOUTH - SEPTEMBER 2018 - JUNE 2019

- Managed video production runs for fundraising galas (On Cloud Nine & No Ordinary Evening) serving over 900 combined guests
- Lead coordinator for annual No Ordinary Evening Gala which served 700+ guests and raised \$800,000 for student scholarships
- Assisted with writing quarterly newsletters to keep our supporters updated on our efforts to support student needs
- Designed auction item inserts and social media graphics for all events
- Lead social media campaigns for all student focused events and fundraising events

Summer Marketing Associate

BIG SHOULDERS FUND - JUNE 2018 - AUGUST 2018

- Partnered with Big Shoulders network schools to create marketing materials for three middle school recruitment seasons for the upcoming school year
- Designed and launched new landing page for the Opportunity Scholarship for Big Shoulders Fund website
- Created new marketing banners as brand recognition for St. Malachy School in Chicago's West Garfield park neighborhood
- Won second place in the marketing portfolio competition at the end of the program with the "Take Your Seat" Campaign to get new families to enroll at the neighborhood school

Jesuit Volunteer

CHRIST THE KING JESUIT COLLEGE PREP

- Implemented video and photo content to engage followers from social media and increase video and website engagement
- Led social media overhaul to engage social media followers and increase video and website engagement which boosted engagement by 40%
- Increased business solicitations to offer auction items for our fundraising events
- Contributed to fundraising goal of over \$1 million for the highest attended gala in 10 years for tuition assistance - 700 guests in attendance
- Updated marketing materials for higher engagement of new donors

EDUCATION

LOYOLA UNIVERSITY CHICAGO

2019-2021 | M.A. - DIGITAL MEDIA AND STORYTELLING

LORAS COLLEGE

2012-2016 | B.A. - PUBLIC RELATIONS AND MEDIA STUDIES