


# JASON DEMEK

## CONTENT CREATOR


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High-performing content creator with a passion for marketing and advertising. 15 years of experience impacting positive organizational outcomes through campaign coordination, strategic thinking and problem solving.

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## SKILLS

### ADMINISTRATIVE

- ✓ Project Management
  - ✓ Budget Management
  - ✓ Workflow Delegation
  - ✓ Client Retention
  - ✓ Multitasking
  - ✓ Decision Making
  - ✓ Research & Reporting
  - ✓ Problem Solving
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## EDUCATION

### BS EMERGING TECHNOLOGY

Slippery Rock University  
2007

## WORK EXPERIENCE

### COMMERCIAL PRODUCTION MANAGER

WTAE-TV | Hearst Television Inc. | Pittsburgh, PA | 2015 – PRESENT

Develops comprehensive brand strategies for clients in industries including automotive, healthcare, manufacturing, and education.

- Create project timelines and schedules for pre-production, production, and post-production phases.
- Manage 3-5 creative campaigns per week through effective time management.
- Organize and manage digital assets, including video files, graphics, soundtracks, and other media elements.
- Coordinate distribution to various platforms, such as websites, social media, and broadcast networks.
- Identify potential challenges or obstacles during production and find effective solutions to ensure the project stays on track.
- Ensure compliance with copyright laws, licensing agreements, and other legal considerations related to video production and distribution.

### COMMERCIAL PRODUCTION PRODUCER

WTAE-TV | Hearst Television Inc. | Pittsburgh, PA | 2013 – 2014

Conceptualized and delivered captivating visual stories. Expert in all stages of production, from ideation to post-production, ensuring engaging and impactful content.

- Utilized color correction software to enhance visual aesthetics and maintain consistent looks.
- Created motion graphics and animations using Adobe After Effects and Cinema 4D.
- Skilled in setting up multiple cameras and lights for various shoots.
- Resolved technical issues during filming, editing, and exporting.
- Maintained camera equipment, lenses, and accessories used in video production.

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### SKILLS

#### SOFTWARE

- ✓ Adobe Premiere Pro
- ✓ Adobe After Effects
- ✓ DaVinci Resolve
- ✓ Adobe Photoshop
- ✓ Adobe Illustrator
- ✓ Videography
- ✓ Cinema 4D
- ✓ Unreal Engine
- ✓ Microsoft Office

### AWARDS

#### Mid-Atlantic Emmy Award

News, Program, PSA – Single Spot  
“Dear Neighbor”  
2019

#### Silver Promax Award

Public Service Announcement  
“Dear Neighbor”  
2019

#### Silver Telly Award

Public Interest/Awareness  
“Dear Neighbor”  
2019

### WORK EXPERIENCE (CONTINUED)

#### MARKETING PRODUCER

WCSC-TV | Raycom Media | Charleston, SC | 2012 – 2013

Orchestrated impactful campaigns that fused creativity and data-driven insights to captivate audiences and drive measurable growth.

- Produced, shot, edited, and distributed “Wonderful Charleston” a quarterly 30-minute TV show.
- Worked closely with department heads and external agencies to ensure consistent brand deliveries across all channels.
- Collaborated with news department to create promotional campaigns for WCSC programming.

#### COMMERCIAL / PROMOTIONS PRODUCER

WPGH-TV | Sinclair Broadcast Group | Pittsburgh, PA | 2008 – 2012

Crafted compelling and engaging on-air campaigns that amplified brand visibility.

- Operated video equipment and camera gear during shoots, demonstrated proficiency in handling technical aspects and equipment setup to ensure seamless recording.
- Collaborated closely with senior producers and team members to brainstorm creative concepts, develop shot lists, and execute production plans within established timelines.
- Maintained equipment and studio organization, contributing to a well-equipped and efficient production environment that optimized workflow.

#### COMMERCIAL PRODUCER / EDITOR

WTTO-TV | Sinclair Broadcast Group | Birmingham, AL | 2007 – 2008

Managed projects from scripting to final edit, consistently delivered dynamic and memorable videos.

- Edited and assembled raw footage into cohesive and visually compelling videos for various platforms, adhering to project requirements and timelines.
- Applied creative and technical expertise to enhance storytelling through precise pacing, seamless transitions, and effective use of visual effects and audio elements.