

Grayson Jacobs

Media Programming Specialist

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STRENGTHS

- 📺 **Instructional storytelling**
Turned instructor outlines and expert interviews into clear lessons, and learners received focused visual guidance.
- 🎬 **Post production judgment**
Balanced dialogue, pacing, color, and continuity during demanding edits, giving stakeholders polished training deliverables.
- 🎥 **Field production readiness**
Prepared cameras, lighting, audio, and grip kits for changing locations, and crews could begin with confidence.
- 📁 **Asset stewardship**
Built naming, cataloging, archive, and export practices that made recurring media easier for teams to retrieve.
- 👥 **Collaborative leadership**
Guided junior staff through reviews and field standards, while keeping complex production work moving forward.

SKILLS

Video production Post production

Premiere Pro After Effects

Motion graphics

Instructional media Audio mixing

Color correction Digital cameras

Field lighting Grip equipment

Asset management Encoding

Compression E learning media

LANGUAGES

English Native

Spanish Intermediate

SUMMARY

Media Programming Specialist with six years of professional experience producing instructional, educational, broadcast, and workforce training media from preproduction through final delivery. Translates instructor outlines, subject matter interviews, demonstrations, and **tactical scenarios** into clear visual lessons for organizational audiences. Advanced **Adobe Premiere Pro** and **Adobe After Effects** user with hands on experience in non linear editing, dialogue cleanup, audio mixing, color correction, pacing, captions, lower thirds, title cards, animated typography, infographics, and two dimensional and three dimensional **motion graphics**. Operates digital cameras, field lighting, microphones, stands, and grip equipment across studio, location, outdoor, crowded, and confined environments. Manages encoding, compression, metadata, cataloging, archiving, and delivery for e learning, web, social media, and digital signage. Holds a valid California driver's license and brings independent judgment, dependable field logistics, and collaborative communication to every production.

EXPERIENCE

Senior Video Producer

Northstar Learning Media 📅 January 2025 - Present 📍 Sacramento, CA

Leads instructional **video production** for workforce and public service training, guiding scripts, shoots, graphics, edits, delivery, and junior staff support.

- Converted instructor outlines into structured scripts, shot plans, and finished workforce training modules.
- Edited multi camera footage in **Adobe Premiere Pro** with balanced dialogue, audio, color, and pacing.
- Created **lower thirds, animated typography**, infographics, title packages, and motion elements in Adobe After Effects.
- Directed studio and field setups with cameras, lighting kits, microphones, and **grip equipment**.
- Established cataloging, archival, compression, and export practices for e learning and digital distribution.
- Guided junior producers through edit reviews, field standards, quality checks, and delivery specifications.

Video Producer and Editor

Capitol Instructional Studios 📅 July 2023 - December 2024 📍 Davis, CA

Produced **curriculum media** with trainers and technical specialists, managing location production, **post production**, graphics, asset preparation, and learning delivery.

- Shaped demonstrations and scenario content into concise modules aligned with defined learning objectives.
- Assembled footage in **Adobe Premiere Pro** with dialogue cleanup, mixing, **color correction**, captions, and exports.
- Designed After Effects graphics packages with **lower thirds**, diagrams, typography, and instructional callouts.
- Managed cameras, lights, microphones, stands, and **grip equipment** during location productions.
- Encoded compressed masters while preserving archival versions and metadata for future content reuse.
- Resolved production issues independently while coordinating content questions with instructional stakeholders.

Multimedia Production Specialist

Golden State Multimedia Group 📅 May 2022 - June 2023 📍 Stockton, CA

Created **broadcast** style and digital media for education, community information, and organizational communications across shooting, editing, graphics, and delivery.

- Produced education and community videos through shooting, editing, graphics, review, and final delivery.

MY CAREER



- Senior Video Producer at Northstar Learning Media (1.8 Years)
- Video Producer and Editor at Capitol Instructional Studios (1.4 Years)
- Multimedia Production Specialist at Golden State Multimedia Group (1.1 Years)
- Video Production Assistant at Sierra Valley Video Works (1.5 Years)

- Operated digital cameras and audio equipment for interviews, demonstrations, events, and location segments.
- Edited long form and short form projects in **Adobe Premiere Pro** with organized source media.
- Developed After Effects **title cards, lower thirds**, animated text, and two dimensional visual explanations.
- Maintained project folders, media catalogs, proxy files, masters, and archives for recurring assignments.
- Prepared optimized exports for web, social media, presentations, and **digital signage** with playback checks.

Video Production Assistant

Sierra Valley Video Works 📅 October 2020 - April 2022 📍 Fresno, CA

Supported professional interviews, training segments, events, and location shoots while building dependable camera, lighting, audio, editing, and media management practices.

- Prepared cameras, lighting, microphones, tripods, and **grip equipment** before production crews traveled.
- Organized and backed up recorded media with consistent folders and file naming.
- Built rough cuts in **Adobe Premiere Pro** from producer selects for senior editor refinement.
- Created basic **lower thirds**, title cards, and **animated typography** under approved art direction.
- Supported outdoor, crowded, and confined productions while moving equipment safely across changing locations.
- Verified equipment kits against call sheets, reducing setup delays during daily field assignments.

PROJECTS

Public Service Training Media Library 📅 2025

Created a structured collection of instructional modules, motion graphics, and delivery assets that helped learners access clear training content across digital channels.

Curriculum Scenario Video Series 📅 2024

Produced scenario based lessons with trainers and technical specialists, turning practical demonstrations into focused visual instruction for digital learning systems.

LEADERSHIP & AWARDS

- Recognized by production leadership for dependable ownership of complex instructional shoots and final delivery.
- Trusted to guide junior production staff through edit reviews, field setup standards, and quality checks.

EDUCATION

Bachelor's Degree in Broadcasting and Digital Media

California State University, Fresno 🎓 GPA: 3.5 📅 2020 📍 Fresno, CA

Coursework: Digital video production, broadcast production, graphic design, media post production

CERTIFICATIONS

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro 📅 2022
- California Driver's License 📅 2022

TECHNICAL SKILLS

- **Video Editing Software:** Adobe Premiere Pro, Adobe After Effects, non linear editing
- **Motion Graphics:** Lower thirds, title cards, animated typography
- **Visual Design:** Infographics, color correction, pacing
- **Audio Production:** Audio mixing, dialogue cleanup, microphones
- **Camera Production:** Digital cameras, multi camera production, camera operation
- **Lighting Equipment:** Field lighting kits, studio lighting, light stands
- **Grip Equipment:** Tripods, stands, grip equipment

- **Media Delivery:** Encoding, compression, export preparation
- **Asset Management:** Media cataloging, metadata, archival storage
- **Learning Media:** E learning platforms, instructional modules, training video
- **Digital Distribution:** Web video, social media video, digital signage
- **Production Environments:** Studio production, location production, field production

PROFESSIONAL AFFILIATIONS

- Professional media production community participant focused on instructional and educational video practice.
- California media workforce contributor supporting clear public service and organizational communications.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST