

VERTEL JACKSON

ADVERTISING, DIGITAL & FILM PRODUCER

CURRENTLY BASED IN BERLIN DE

VERTELJACKSON.COM

SUMMARY

I'm a creatively-driven self-starter with a professional background in Creative Production & Accounting & an educational background in Finance. I possess a big picture mindset. combined with an astute attention to detail & outstanding organizational acumen.

SKILLS

Visually Driven Creative
Resource Planning
G-Suite
Adobe Creative Suite
Project Budgeting
Project Management

EDUCATION

**UNIVERSITY
OF CENTRAL FLORIDA**
B.A. Finance
Jan 2010-Dec 2011

SEMINOLE STATE COLLEGE
A.S. General Business

LANGUAGES

ENGLISH
Native Speaker
GERMAN
Mid-Intermediate

EXPERIENCE

DIGITAL PRODUCER & PROJECT MANAGER CRAFTSMAN+.

NEW YORK(REMOTE)

MAR 2022 - MAY 2023

- Autonomously executed & managing projects for multiple clients simultaneously.
- Achieved 35% revenue growth via strategic upselling enhancements & upselling.
- Led Motion Design/Copywriting teams on innovative creative projects.
- Spearheaded impactful client meetings, ensuring satisfaction and growth.
- Managed content localizations on an average of 5 different languages a month.
- Coordinated production partners across 4 countries for success.
- Analysis of creative briefs to be used internally for project planning.

Clients: Wizards of the Coast, Duolingo, Cerebral, GameHive

JUNIOR VIDEO PROUDCER MURAL(FREELANCE)

SAN FRANCISCO, CA

DEC 2021- MAR 2022

- Engineered creative processes with cutting-edge software.
- Developed efficient animation video production timelines.
- Navigated challenges to maintain timelines and quality.
- Collaborated for captivating animations.

BROADCAST CONTENT MANAGER SAN FRANCISCO PRIDE 50 (FREELANCE)

SAN FRANCISCO, CA

MAY- JUN 2020

- Coordinated seamlessly between CBS Production and SF Pride
- Crafted engaging biographical/editorial films.
- Curated compelling interview content for resonance.
- Oversight of diversity and inclusion efforts within the TV special.

ASSOCIATE INTEGRATED PRODUCER PAYPAL(FREELANCE)

SAN FRANCISCO, CA

MAY 2019-NOV 2019

- Fostered collaborative environments for captivating content.
- Scoped precise timelines for effective execution.
- Orchestrated polished audio recording sessions.
- Managed videos for complex financial products.

JUNIOR DIGITAL PRODUCER ARGONAUT INC.

SAN FRANCISCO, CA

FEB 2016-MAY 2019

- Developed budgets for digital and website content product with vendors.
- Translated client feedback into actionable items for creative teams.
- Recorded invoices and expenses in company software for timely payments.
- Translated client feedback into actionable items for team members.
- Managed monthly client retainer invoicing.



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