

513-403-6038

1305 Bursal Ave, Cincinnati, OH 45230



## Profile

Jacob Hedges, a graduate of Morehead State University, with a major in Convergent Media and minor in Social Media, is a self-directed, innovative, resourceful, and dynamic social media manager, marketing coordinator, and producer with a passion for creating, conceptualizing, and executing high quality video and audio content across all platforms.

## Portfolio:

<https://jacobhedges47.wixsite.com/jch-portfolio>

## Experience

MARKETING COORDINATOR, 2022-2024, STREETSIDE BREWERY - CINCINNATI, OH

Responsible for managing Social Media and events. Worked collaboratively with the creative director, brewers, taproom manager, and owners to develop innovative marketing campaigns, content, and copy. Created and distributed paid and organic content to social media platforms, including Facebook, Instagram, Twitter, and TikTok, to increase engagement and website traffic. Grew social media following while increasing engagement. Set up the online merch store to sell products across Instagram and Facebook marketplaces. Implemented paid and organic social media content strategies representing the Streetside Brewery brand in line with their values and their short-term and long-term marketing goals. Contributed to strategic planning, development, and coordination of all marketing initiatives to promote the Streetside Brewery brand. Engaged with social media audiences by responding to comments and direct messages. Reported on key performance indicators (KPIs) and made adjustments. Kept up to date with industry news and trends as they relate to their brand. Stayed in tune with current best practices in the industry and reviewed competitor's social media and digital marketing efforts to compare their activities with those of Streetside Brewery. Created and coordinated compelling written, photographic, and video content. Maintained a digital asset library and creatively kept content fresh. Maintained an engaging, cohesive visual aesthetic on all our social media platforms. Maintained events and new beer releases on the website. Drafted and sent Press Releases while coordinating with the Media for large events/charitable events. Marketed In-House events.

GRAPHIC DESIGNER/OFFICE ADMINISTRATOR, 2022 – 2022, DIGIMAX GRAPHICS – MILFORD, OH

Responsible for aspects of business management of the company, including supply chain execution, customer order oversight and service, collaboration and relationship development with outside vendors, customer relations and problem-solving/returns to meet customer needs. Competency with Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro), Certified in Illustrator and Premiere Pro, Content Management Systems (CMS) for business-related social media platforms, Search Engine Optimization (SEO), Development of creative mock designs for customer approval, including logo design and redesign of business cards, apparel, signage, vinyl decals, wraps, embroidery, etc. Social

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Media Content Creation (video development, changing aspect ratio for different platforms), leader of social media data review meetings to optimize business' social media presence.

WORK STUDY/SOCIAL MEDIA INTERN, 2019 - 2022, TRIO, ROLLED OVER ICE CREAM, & KENTUCKY FOLK ART CENTER - MOREHEAD, KY

Assisted full-time staff with content required for dissemination to students, including creation, development and production; Independent oversight of social media posts on the Morehead Talent Search Facebook page, including content development, scene creation, and development of videos from pre to post production, designing of images, content creation for Instagram, Snapchat and Twitter for the branch, all approached from a team perspective to achieve the goals of the program and meet the needs of the various targeted constituencies. Additionally, produced Social Media content for Rolled Over Rolled Ice Cream & Kentucky Folk Art Center

CAREGIVER, FIRSTLIGHT; GRAYSON, KY — 2018

Provided in-home caregiver duties for assisted living patients, including personal care, transportation, housecleaning/laundry and cooking, resulting in empathy and care for the elderly and disabled populations, as well as a demonstration of self-directed and motivated work ethic.

SALES ASSOCIATE

- GAP; LEXINGTON, KY — 2017-2018
- KOHLS; NICHOLASVILLE, KY — 2016-2017
- T.J.MAXX; CINCINNATI, OH — 2016

Merchandised men's/kids' area and provided quality customer service, as well as training of new employees; received Gap Employee of the Month recognition for quality work related to attendance, customer satisfaction, and positive attitude/work ethic.

## Education

Morehead State University, graduated December 2021

- Magna Cum Laude
- Major: Convergent Media
- Minor: Social Media

## Skills

- Certified in Adobe Premiere Pro and Adobe Illustrator:  
[https://www.youracclaim.com/badges/a4e94e56-b2c1-4e7e-9f77-e78cb1927058/public\\_url](https://www.youracclaim.com/badges/a4e94e56-b2c1-4e7e-9f77-e78cb1927058/public_url)

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- Proficiency in: Logic Pro X, Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Adobe After Effects, Adobe Lightroom
- Switchboard operator, Camera operator, Light operator
- Host and Segment Producer; Technical Directing
- Music Video Production
- Graphic Design
- Experience with DSLR Camera's
- Composing

## PROFESSIONAL UNIVERSITY EXPERIENCES

### Morehead State University

SPRING 2019:

- Audio Engineer on 9 Episodes of "Eagle ID"
- Director and producer of "HAMM: a story"

FALL 2019:

- Technical Director on 3 episodes of Flight Level Zero
- Audio Engineer on 4 episodes of Campus Life

SPRING 2020:

- Co-Host for 3 episodes of The Game Plan
- Segment Producer for 3 episodes of The Game Plan
- Writer, Producer, Mixing engineer for all sound in 8 segments of The Game Plan
- Director/Writer/Editor for the "History of Soccer in Cincinnati," audio documentary
- Director/Writer/Editor for the "History of Chelsea Football Club," still image documentary

FALL 2020:

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- Host for 3 episodes of The Game Plan
- Segment producer for 3 episodes of The Game plan
- Writer and Audio Engineer of all music found in segments for The Game Plan

SPRING 2021:

- Host for 3 episodes of The Game Plan
- Segment Producer for 3 episodes of The Game Plan
- Writer and Producer of all backtracks and intro song for 3 episodes of The Game Plan on MSUtv
- Writer, Producer and Editor of The 47 – Anhedonia Music Video

FALL 2021:

- Produced Social Media content for Rolled Over Ice Cream and The Kentucky Folk Art Center

## **PROFESSIONAL EXPERIENCES**

2018 Spring:

- Writing/Recording/Audio Engineer of Selective Hearing's "Losing - EP"

2019 Spring:

- Writing/Recording/Audio Engineer of "Retrograde" by The 47
- Writing/Recording/Audio Engineer of "Beauties Illusion" by The 47

2019 Fall:

- Writing and Audio Engineer of "Terraform – EP" by The 47

2020 Spring:

- Performed/Recorded/Mixed/Mastered Rage Against The Machine "Bulls On Parade" cover, by The 47
- Edited Trio Talent Search Quarantine Video for Facebook and Lewis County Seniors video

2020 Summer:

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- Writer and Audio Engineer for “Architecture” by The 47

2020 Fall:

- Performing guitarist and vocals for The 47 (two shows in October)

2021 Spring:

- Writer, Director, Editor, Producer, and Performer of The 47’s Anhedonia music video
- Co-host and segment producer for 4 episodes of The Game Plan on MSUtv
- Social Media Intern for Trio Talent Search
- Recorded and Mixed Blame Bertsch’s single, “Finding KY”

2023 Winter:

- Freelance A/V work for “corporate” events at Madtree, TQL Stadium
- Freelance graphic design
- Writer and Audio Engineer for The 47’s album “Realm Walker”

References:

- Colonel Steven Middleton – Convergent Media and Social Media Professor, MSU
  - o Number: 606-783-9583
  - o Email: [s.middleton@moreheadstate.edu](mailto:s.middleton@moreheadstate.edu)
- Sharon Williams, Director of Talent Search Programs
  - o Number: 606-748-1712
  - o Email: [S.Williams@moreheadstate.edu](mailto:S.Williams@moreheadstate.edu)
- April Wilson, Program Assistant of Talent Search
  - o Number: 606-336-3406

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