

Jawon Biddle

Digital Media Specialist

(📞) 415-1548

j📧nbiddle@gmail.com

l🌐edin.com/in/jawon-biddle/

OBJECTIVE

Creative and results-driven Media Professional with expertise in video production, multimedia campaigns, and content creation. Adept at delivering engaging and impactful media strategies that drive audience engagement and brand visibility. Proficient in AP Style, Adobe Creative Suite, and social media management tools. Proven ability to manage multiple projects in dynamic environments while meeting tight deadlines. Seeking to leverage media production and communication expertise to contribute to Sargent & Lundy's corporate communications initiatives.

RELEVANT SKILLS

Digital Data Analytics/Marketing

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Microsoft Office

Hootsuite

Salesforce

Slack

Wordpress

EDUCATION

Delaware State University | Dover, DE

Bachelor of Arts | Mass
Communications | May 2023
Honors: cum laude

Coursera/Google | Online

Google Project Management
Certification

PROFESSIONAL EXPERIENCE

Independent Projects | Wilmington, DE

Freelance Digital Media Specialist (self-employed) | September 2016–Present

- Designed and executed tailored digital marketing campaigns, increasing client website traffic by 40% within three months
- Developed video tutorials and promotional content for small businesses, resulting in a 30% growth in customer inquiries
- Improved social media engagement by 25% through targeted content strategies and analytics-driven adjustments

Citibank | Newark, DE

Application Processor (temp) | Oct 2023–Aug 2024

- Ensured 100% accuracy in processing over 200 financial applications monthly, supporting seamless operations

- Spearheaded a team-wide initiative to optimize internal communication, reducing processing errors by 15%
- Streamlined cross-department workflows, improving turnaround times for approvals by 20%

Department of Health and Social Services | Wilmington, DE

Management Analyst I (temp) | Oct 2023–Aug 2024

- Conducted in-depth data analysis, streamlining operational processes and reducing project costs by 15%.
- Designed and presented workflow improvement plans, adopted by 100% of project teams.
- Coordinated cross-departmental initiatives, enhancing communication efficiency by 20%.

In The Black Marketing | Remote, NY

Marketing Coordinator (temp) | January 2023–June 2023

- Created high-quality video content for social media, driving a 25% increase in audience engagement
- Implemented a comprehensive social media strategy that boosted platform followers by 20%
- Designed visually appealing multimedia assets that strengthened cohesive branding and drove a 15% rise in online leads

The Glasse Factory | Remote, NY

Video Editor (intern) | Mar 2022–Dec 2022

- Edited and finalized over 15 corporate video projects, achieving a 98% on-time delivery rate.
- Collaborated with creative teams to enhance video narratives, increasing viewer retention by 20%.
- Implemented quality control checks, reducing post-production errors by 30%.

Wdsu “Radio” The Hive | Dover, DE

Assistant Music Director/Production Manager (freelance) | September 2018–May 2021

- Directed video and audio production workflows, reducing project timelines by 25% while enhancing content quality
- Produced and scripted multimedia campaigns, earning a 30% increase in client satisfaction ratings
- Delivered high-quality corporate projects recognized for their creativity and technical precision

Delcastle Technical High School | Wilmington, DE

Digital Media Coordinator/Production Assistant (intern) | Sept 2015–June 2018

- Developed video content that increased internal employee engagement metrics by 10%
- Conducted targeted industry research, shaping successful media campaign strategies
- Edited and proofread corporate press materials, maintaining brand consistency and message clarity