

JEFF CAPANELLI

Brooklyn, NY

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EDUCATION:

THE PENNSYLVANIA STATE UNIVERSITY

Graduated May 2017

DONALD P. BELLISARIO COLLEGE OF COMMUNICATIONS

- Bachelor of Arts in Broadcast Journalism | Minor in Communication Arts & Sciences
- **One of 12 students selected** for inaugural class of the Penn State Hollywood Program
- Won **"Best Newscast" at the 2017 Mid-Atlantic Emmy College Production Awards**

EXPERIENCE:

ADM PRODUCTIONS – Port Washington, NY

Oct 2021 - Present

Producer

- Produced video content for multiple high level corporate events, acted as point of contact for clients
- Worked with executive producer to manage post-production workflow; ensured timeliness and quality of client deliverables
- Contributed to creative concept development, maintained production schedules, supported event logistics

GOLDIEBLOX, INC. – Los Angeles, CA

Jan 2018 - Feb 2020

Associate Producer (Jan 2019 - Feb 2020)

- Produced and directed weekly children's programming for the GoldieBlox YouTube channel
- **Directed branded content** for Paramount Pictures, BIC, Random House Publishing, Make It Real, and more
- Reviewed video cuts and provided notes; worked with editors to maintain smooth post production workflow

Production Coordinator (July 2018 - Dec 2018)

- Coordinated production of two weekly YouTube shows, while also writing and contributing to creative
- Pitched a series that was **nominated for "Best Branded Web Series"** at the 2020 Kidscreen Summit
- Acted as liaison between production team and key talent

Digital Strategist (Jan 2018 - June 2018)

- Managed YouTube channel, moderated community as it grew from **100,000 to 500,000+ subscribers**
- Wrote copy for videos; created thumbnails, GIFs, polls, and other social posts; engaged with fan comments
- Supported senior producers on set during video shoots

DISNEY INTERACTIVE MEDIA – Glendale, CA

Jan 2016 - June 2016

Video Production & Strategy Intern

- Produced high performing content across various emerging platforms, including Snapchat (**25,000+ views**), Facebook Live (**100,000+ views**), and Vine (**600,000+ views**)
- Created internal newsletter to inform department about weekly video uploads across all Disney platforms

POWER RITE PRODUCTS – New Brunswick, NJ

May 2015 - Aug 2015

Account Manager

- Managed day-to-day activity of company's largest account
- Facilitated communication between company, client purchasing manager, and international factory partners to maintain supply chain continuity

SKILLS:

- Project management
- Client account management
- Video production
- Audio production
- Microsoft Office & G-Suite
- Strong copy writing, script writing
- Adobe Creative Suite: Premiere Pro, Photoshop, InDesign, After Effects
- Excellent communicator and public speaker
- Ability to juggle multiple projects, work in fast-paced environments
- Talent and crew management
- Creative development
- Extremely detail-oriented
- Capable of working independently or collaborating with others