

JEZREEL JARIOLNE



EXECUTIVE SUMMARY

I am an all-around Freelancer who specializes in Multimedia, Marketing, and Web - Development

SKILLS | EXPERTISE

Video editing: Proficient in using video editing software such as Adobe Premiere Pro, Vegas Pro, Capcut, Filmora X.

Audio editing: Knowledge of audio editing software such as Audacity, and Adobe Audition.

Motion graphics: Ability to create and edit animations and visual effects using software such as After Effects, Adobe Animate, and Character Animator.

Graphics and Photo editing: Proficient in using photo editing software such as Adobe Photoshop and Adobe Illustrator.

Project management: Ability to manage multiple projects, meet deadlines, and work within budget constraints.

Technical proficiency: Strong technical skills, including knowledge of computer hardware, software, and networking.

Creativity: A creative mindset, ability to think outside the box, and ability to bring fresh ideas to a project.

RELEVANT EXPERIENCE

Creative Specialist

Good Future Media LLC | August 2022 - Present

- Research background on the topic and gather resources.
- Edit video and audio content to tell compelling stories and convey information in a visually engaging manner
- Produce motion graphics and visual effects to enhance the overall look and feel of the content
- Create and maintain video and audio archives and work with the team to ensure the smooth operation of the editing suite

Creative Specialist | Web Developer

PUSH POWER LLC | February 2021 - June 2022

- Designed complex WordPress solutions for back-end and front-end development to establish and guide website architecture and functionality
- Collaborated with clients to develop site-map guidelines and requirements to capture content, features, and functionality for site development efforts
- Adapted website to a mobile-friendly format
- Develops, improves, and implements workflow
- Develop and analyze ongoing test approaches to continually improve performance
- Works collaboratively with team members on the development and management of effective integrated media plans and buys under the supervision of the Media Director
- Assist in organizing, archiving, and purging media based on established SOP
- Work with media agencies in the development and execution of off-channel plans in conjunction with Associate Director

Lead Generation Specialist | Wordpress Developer

US-Surrogacy LLC | April 2019 - June 2022

- Integrated different third-party leads platforms for clients to enable smoother work.
- Supervised and trained 1 junior WordPress developer
- Maintained, troubleshoot, and supervised website.
- Assist with the training of junior level team members (Associate Media Managers and Junior Associates)
- Manage a Media Manager
- Build, groom, and expand Ad media to enhance efficiencies
- Provided quality leads to the company and enhanced ad quality

SKILLS | EXPERTISE

Communication: Excellent verbal and written communication skills, including the ability to explain technical concepts to non-technical stakeholders.

Attention to detail: A keen eye for detail and the ability to spot mistakes and inconsistencies in a project.

Collaboration: Strong teamwork skills and the ability to work well with others, including clients, colleagues, and vendors.

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION
2012 | CAPITOL UNIVERSITY

CONTACT INFORMATION

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Proprietor | Manager

Lakwatsyero Outdoor Events Management | March 2017 - April 2020

- Deals and manages the clients and develops a strong rapport
- Tracks and analyzes performance metrics and identifies trends and areas for improvement to make data-driven recommendations and decisions
- Provide recommendations and execute strategies to meet ROI goals
- Work with team to monitor, analyze, and report on campaign results and make regular recommendations on how to optimize campaign performance
- Create, manage and develop content for all media platforms.
- Utilizes social media content management software to strategize, create and manage social media content and outbound emails

Affiliate Marketer | Video Editor

Peerfly, Paperstreetcash, Crakrevenue | 2013 - 2016

- Created different ads for each of the affiliate products
- Edited and uploaded different video promotions to different tube sites.
- Optimized product websites with SEO and gained more than 1000 visits a day
- Responsible for executing all paid media campaigns across digital platforms including Google, Facebook, and Instagram.
- Delivered monthly client reports analyzing the overall effectiveness of paid media campaigns.
- Perform ad-hoc assignments as needed including market research and uncovering relevant data to drive campaign success.
- Continuously demonstrated ability to maintain and adhere to client budget while meeting expected KPI's.
- Demonstrated ability to work individually on assigned tasks and as a team player creating new campaign ideas; proposals.

Call Center Professional

FBC Solutions Inc. | 2013

- Did at least 100 outbound calls per day, and qualified each of the warm leads

Freelance Content Writer

Odesk/Upwork | Various Companies/Individuals | 2011-2017

- Created different niche-oriented SEO-ready articles
- Assured quality, uniqueness, and keyword optimized articles for each client
- Wrote targeted content for the consumer portion of the website. Encompassed a range of financial service offerings.
- Created a brand new series of articles highlighting how consumers employ financial products throughout their needs lifecycles.
- Edited content contributions from staff to ensure accuracy, readability, and brand-consistent tonality.
- Developed tutorial scripts, FAQs, emails, and communication briefs.
- Prepared and presented analysis of existing CMS to senior management. Proposed a reduction in content turnaround times of 25% by deploying an editorial calendar.