

Jeremy Combs
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Muskogee, OK

Career Overview

I'm a creative marketing and video production specialist with over 15 years of experience in media and entertainment environments with a background in national TV production and marketing. Expertise in partnership creation, contract management, project management and workflow organization.

I have a focus on content development, graphics design, internal and external email campaigns and automation to support communication efforts. Advanced familiarity with Adobe Creative Suite, and comfortable working with Mac or PC.

Accomplishments

-United States Beef DBA Arby's-

- Produced 15 Regional and Area Director videos for 2017 annual awards ceremony.
- Decreased company's reliance on outside vendors by more than \$3,400/month.
- Produced Orientation videos for new employee orientation program, "Genesis."
- Created logo and artwork for company culture, "The US Beef Compass."
- Created all artwork for 2016, 2017 annual conventions surrounding "US Beef Compass."
- Created Promotional Videos for brand to be played at the BOK Center (Tulsa)
- Produced video content for six month, mobile device based, management training program.
- Produced photo and video content for crew member process training.

-Lunkerville TV- (Emmy nominated for best director, Rockville Pictures)

- Reached a half million followers on facebook.
- Started a new Instagram Campaign averaging 1,000 new followers a month, organic growth.
- Average Weekly Reach (Impressions) of 22.6 Million.
- Average Weekly Engagement of 10.6%.
- Average New Fans per week of 2,177
- Increased Organic reach from 5,960 to more than 2.6 million in the first week.
- Increased number of fans by more than 3% in the first week from 44,249 to 45,598.
- Increased engagement from 1,500 people to more than 700,000.
- Increased number of fans by more than 16% in first 30 days from 44,241 to 51,501.

-Jimmy Houston Outdoors-

- Increased Facebook page likes by more than 418% (28,787 Fans - 149,402 Fans) in the first six months of management.
- Increased engagement to more than 1.5 million people in a seven day period while having only 163,000 fans.
- Increased the size of the Facebook page in five months (second half of the year) from approximately 82,000 to more than 165,000 doubling the size of the page.
- Increased engagement more than 1.4 million people in a seven-day period while having only 71,800 fans.
- Produced multiple successful product video presentations to be shown to major outdoor retailers.
- Product line designed in 2012 in place in multiple major retailers.
- Designed product line working directly with overseas manufacturers.
- Designed new product packaging for special product promotion.

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Work Experience

-United States Beef Corporation DBA Arby's-

Digital Media Producer
November 2014 - Present

Strategically managed annual convention through successful planning and delivery, while building strong working relationships with brand team, speakers, and various third party suppliers and vendors. Managed all on-site logistics for the company during each event, worked in conjunction with marketing department to facilitate creation and ordering of marketing materials, collateral, and signage. Supported other conferences and marketing initiatives. Managed and/or coordinate booth logistics, contracts, staff travel arrangements, marketing materials.

Created and developed multimedia (audio/video) content for employee stories, internal company announcement videos, external promotional social videos, product marketing videos, recruiting videos, corporate training and other enterprise-wide projects

Script, storyboard, budget, allocate resources, set deadlines and select optimal forms of media for projects

Worked independently, as well as part of a team to establish project deliverables
Collaborate closely with internal clients and stakeholders to help facilitate the creation of multimedia content Plan video shoots; scout, select and reserve shoot locations
Develop production schedules

Select and hire additional crew and talent; direct and coach talent; make transportation arrangements for crew, talent and equipment; and ensure all location power needs are met
Reserve and rent equipment

Record and edit video and sound projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management and archiving project media.

Manage video library
Evaluate analytics

- Jimmy Houston Outdoors -

Director of Marketing and Communications
January 2002-January 2015

Create marketing strategy, determine and implement the necessary technology to effectively implement the strategy. Create financial reports for ROI. Write, edit and proofread new content. Create content strategy and publishing schedule. Ensure that all documents meet established content standards and assess any technical challenges in content display. Manage all Web content and projects related to the website. Create media releases for events and client appearances.

Other Responsibilities:

-Develop marketing/advertising solicitation materials. Produce materials for product promotions and attend trade shows on behalf of client and maintain client/sponsor relationships.

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- Create compelling Web content and drive users to purchase in online store.
- Design and maintain company website.
- Ensure that information is up to date and working properly.
- Create promotional material, flyers, etc., as well as logos and branding for company projects
- Social media responsibilities: increase customer base, increase lead conversion.
- Customer relationship management.
- Oversee social media promotions and user engagement.
- Develop marketing strategies for social media platforms

-Lunkerville TV- (Emmy nominated for best director, Rockville Pictures)

Freelance - Social Media Marketing Director

August 2014-Present

Developed and implemented social media strategy, including marketing plans that leverage social media outlets. Responsible for development and maintenance of online content that attracts attention, generates interest, and is easily shared with social networks. Established relationships with bloggers and other members of the online community. Increase customer base, and lead conversion. Customer relationship management. Oversee, measure, and analyze social media promotions and user engagement. Develop marketing strategies for social media platforms.

Other Work Experience Related to This Position

-Catch Of a Lifetime Dating App/Site-

Freelance - Contract Project Manager: Pre-Production

May 2016 - September 2016

-American Association of Petroleum Geologists-

Freelance - Contract Email Production Specialist

May 2014 - Nov. 2014

-DENTSPLY Tulsa Dental Specialties-

Freelance - Contract Web Technician/ Email Production Specialist

August 2013 - March 2014

-Genesis Pattern Technologies-

Freelance - Contract Project Manager: Digital Media Development

September 2012 - December 2013

Volunteer Work.

-Tulsa Golf Rising - Since 2016 - Volunteer Consultant/Service Provider

-Tahlequah Equality - Since 2016 - Board Member

-Help in Crisis - Since 2017 - Volunteer Consultant/Service Provider

-TFI Family Connections - 2018 - Volunteer Consultant/Service Provider

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Video Production & Promotion Skills

Adobe Premiere Pro	Adobe After Effects	Adobe Photoshop
Adobe Illustrator	Canon XF-100, 105	Canon EOS 6D
Project Management	Mac and PC familiarity	Video Channel Management
Web Design	Google Analytics	Canon EOS 5D

Technical Skills (* = less than a year)

Skills	Years Exp.	Skills	Years Exp.
HTML/CSS	10+	Project Management	10+
Java/PHP/ASP	2-3	Social Media Management	10+
Adobe Suite Proficiency	10+	Video Production	10+
Commercial Photography	10+	Content Management	10+
Graphic Design	10+	Google Analytics	8+
Facebook Ads	3+	AdWords	3+
Instagram Marketing	1+	Social Media Strategy	7+
Email Marketing	4+		

Consultant / Production

My skill sets and background make me a fit for the various positions and services below.

- Event Organizer
- Campaign Manager
- Graphic Designer
- Web Designer
- Event Production
- Project Manager
- Marketing Manager
- Creative Director
- Agency Account Coordinator
- Public Relations Manager
- Agency Account Coordinator
- Account Executive
- Account Planner
- Brand Manager
- Communications Manager
- Research
- Writing
- Editing
- Print Management
- Graphic Design
- Photography
- Interim Creative Management
- UI/UX Maintenance
- Email Template Design