

Jennifer John

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Content Strategy & Design * Video Production * Project Management

Award-winning content creator, journalist, and marketing director with an M.A. in Communication and 15+ years of experience seeking a Senior Creative position that requires strategic thinking and entrepreneurial creativity to deliver measurable results.

Creative Director & Founder, Pang Wangle | 2017 – Present

Developed a direct-to-consumer apparel brand from concept through execution with content strategy, systems management, and collaborative relationships.

- Identified a market opportunity, selected and trademarked the name, purchased the domain.
- Built a responsive website using a Shopify CMS and original photos.
- Managed graphic design for brand collateral, including logo, hangtags, pop-up displays, packaging, promotional postcards & stickers.
- Identified and implemented CRM tools for email marketing, product reviews, customer service, and advertising.
- Created advertising, blog, reels, and podcast content for the website, social media, and email marketing.
- Generated press including *Conde Nast Traveler*, *CNN*, *People.com*, *Reader's Digest*, *Buzzfeed*, *USA Today*, *L.A. Times*, *Washington Post*, *Virtuoso Travel*, *Yahoo News*, *Travel Pulse*, *PureWow*, *Bustle*, and more.

* Growth Initiatives *

2022 Tory Burch Fellowship

2021 Goldman Sachs 10,000
Small Businesses Program

2020 QVC Pitch Winner
*** Appeared live July 2021

2017/2018 Idea Village IdeaX

2017 Tulane MBA New
Venture Planning

Production Manager & Founder, Fresh Media | 2007 – 2023

Emmy, Addy, Telly, Aegis award-winning video production company specializing in narrative non-fiction content, including documentaries, brand films, commercials, PSA's and technical videos.

- Collaborated with clients on the creative approach to best achieve their goals and set expectations about the budget and timeline.
- Hired and managed the creative teams for each project and managed budgets and deadlines.
- Clients included FEMA * CNN * Tulane University Hospital & Clinic * New Orleans & Company * National Hurricane Museum * New Orleans Business Alliance * Louisiana Marathon * Loyola University * American Academy of Pediatrics

SKILLS: Adobe Premiere Pro; Canva Pro; Website CMS; SEO; Klaviyo; PPT; Google Analytics

Documentary Film Director and Producer***All Over But To Cry***

Recounts the day Hurricane Audrey struck Cameron Parish, LA in 1957.

- Top 10 New Orleans Films & Great Docs from 2009 - Times Picayune Movie Critic Mike Scott
- 2010 Humanities Documentary Film of the Year, Louisiana Endowment for the Humanities
- Emmy-winning film airs on PBS America after 3 years on The Documentary Channel

Reconstructing Creole

Creole culture comes to life in the restoration of Laura Plantation.

- *Best Documentary Feature* - 2007 Hollywood HD/DV Film Festival
- *Best Documentary Feature* – 2008 Cinema on the Bayou
- 2008 Humanities *Documentary Film of the Year*, Louisiana Endowment for the Humanities

*** Production Management ***

Wrote grants & secured funding

Managed budget and payroll

Hired and managed crew of 25+

Conducted interviews & directed all aspects of production

Wrote scripts for editing

Location scouting & releases

Wrote press releases & garnered significant regional press

Secured distribution for both films following festival circuit

Adjunct Assistant Professor, Tulane University, School of Liberal Arts | 2010 – 2015

- Taught courses in Visual Communication, Political Communication & Intro to Mass Communication.
- Designed and delivered lectures, syllabi, exams, special projects, and grades.

Adjunct Assistant Professor, Loyola University New Orleans | 2004 – 2006 & 2010 -2011

- Taught courses in Feature Writing, Communication Writing & Intro. to Mass Communication.
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Reporter/Anchor, WWL-TV – New Orleans, LA | 1998 – 2003

- Specialized in breaking news, politics, investigative reporting, and live hurricane coverage.
- Awards include Chairman's Award (Belo Corp.); Press Club and Associated Press awards for Investigative Reporting, Feature, Spot News, Special Interest, and Continuing Coverage.

EDUCATION

Master of Arts in Communication - Loyola University, New Orleans
4.0 GPA & Graduate Student of the Year 2007

Bachelor of Arts in Broadcast Journalism - American University, Washington, D.C.