

# JAMES D. WOODWARD

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## CAREER OBJECTIVE

Seeking a Multimedia position with a company that utilizes my skills to assist with development of media projects and platforms.

## SUMMARY OF QUALIFICATIONS

Innovative, strategic, proactive, self-motivated individual with exceptional videography, photography, editing, graphic design and storytelling skills. Creative mindset with the ability to assist with social media marketing strategy, and multitask across multiple campaigns and projects. Experience with Canva, Photoshop, Adobe Premiere Pro, Microsoft Office 365, ability to collaborate and work remotely with colleagues, and committed to diversity, equity, and inclusion principles.

## PROFESSIONAL EXPERIENCE

### **Brand Content Specialist: Universal Attractions California Division** **8/ 1/09 - Present**

- Administrator and negotiate contracts for artists with brand partnerships, sync placements, film/TV, Broadway Theater, creative agencies, networks, lawyers and managers, and other forms of new wave media
- Assist clients with creating and executing social media strategies that help enhance their brand
- Staying relevant on current digital branding strategies and social media trends
- Partner and collaborate with several brands on social media marketing campaigns for our clients
- Manage relationships directly with talent, influencer agencies, and all third party partners
- Form strategic alliances with NFT companies, merchandise companies, literary agencies and endorsement companies to enhance social media opportunities for clients

### **Producer: “The Guy Jeans Podcast” & “Kern River Fly Shop YouTube Channel”** **7/1/21 – Present**

- Sponsorship coordinator, producer, content creator, booking agent for “The Guy Jeans Podcast”
- Run social media channels for the “Kern River Fly Shop” and “The Guy Jeans Podcast”
- Supply graphics, digital and video content for social media campaigns and postings
- Drive engagement with younger and more diverse audiences
- Plan storyboards, edits, and finalizes video projects through various platforms
- Generating leads from the Kern River Fly Shop and podcast to social media audiences and converting social followers into listeners, subscribers, and monthly newsletters members

### **Sales Representative Specializing in Fly Fishing: Patagonia/New York Flagship Store** **9/1/14 – 10//2019**

- Understood and followed the Patagonia environmental principles, consisting of Reduce, Reuse, Recycle
- Assisted in the development and marketing of Patagonia’s Fly-Fishing Line with the opening of the flagship store
- Extremely knowledgeable of Patagonia’s Iron Clad Warranty and elaborating that information to customers.
- Proactive in ongoing education regarding the company, weekly reports, products, and the outdoor retail business
- Strategically developed loyal connections with customers by planning events that targeted community involvement
- Established brand identity and position in the marketplace to align with the Company’s goals and vision
- Represented the category internally, to the media and to the public as an advocate for Patagonia

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**Branding Intern through Patagonia Internship Program with the Alaska Marine Conservancy / Catch 49 Council: Anchorage Alaska** **8/19/19 - 10/1/19**

- Designed and implemented a corporate sponsorship program for Catch 49, the social enterprise of the Alaska Marine Conservation Council
- Identified like-minded businesses in the Alaska fishing, marine supply, clothing, local food, tourism, and other industries interested in partnering with Catch 49 for mutual benefit
- Pursued and secured businesses interested in partnership opportunities with Catch 49 and AMCC
- Worked with board members from AMCC on their mission statement, which protects and restores the marine environment through sustainable fishing practices, habitat protection, and local stewardship

**Managing Associate: The Cherry Lane Theatre, New York, NY** **9/1/06 – 8/1/09**

- Generated and negotiated contracts for two stages that included various productions
- Design and balanced production budgets
- Assisted with generating company profit and loss reports
- Company Manager for four equities Off Broadway shows and three equity showcases
- Knowledge of box office settlements and wrap reports

**Associate General Manager: Big League Theatricals, New York, NY** **2/20/05 – 7/1/06**

- Negotiated prices and organized plans for lodging, transportation and trucking reservations
- Responsible for company payroll and human resource policies
- Maintained the books and records of the Company through journal entries, generating reports, and preparing bank reconciliations
- Traveled with the theater company and provided support to company managers on tour
- Knowledge of QuickBooks and balancing company's monthly AMEX reports and budgets ranging from \$200,000 - \$500,000

**Booking/Artist Coordinator: All Is One Entertainment New York, NY** **4/1/04 – 8/1/06**

- Scouted various genres of talent for artist showcases and secured venues to coordinate auditions for artists' showcases
- Established relationships and recruited various music industry experts to judge artists showcases
- Assisted with seeking sponsors for companies' events and responsible for all methods of advertising

### EDUCATION

Master of Arts in Arts Entertainment and Media Management' - **Columbia College, Chicago, August 2002**

Bachelor of Arts in Public Relations and Communications - **Olivet College, Olivet Michigan, July 1999**

Outdoor Filming & Editing Course - **Columbus, Ohio July 2020**

Digital Photography - **Bakersfield Community College - 2023**

Video Production 1- **Bakersfield Community College - 2023**

Video Production 2 - **Bakersfield Community College - 2024**

Camera Operator - **Bakersfield College Athletics 2024 -2025**

Social Media Marketing - **Bakersfield Community College - 2026**

### ADDITIONAL SKILLS AND INTERESTS

Proficient in Adobe Creative Cloud, Premiere Pro, Photoshop, Canva, Dropbox, Microsoft Word, Outlook, Excel, and QuickBooks programs

President - East Coast Chapter, Columbia Alumni Association Network

High School Varsity Wrestling Referee