

Jennifer John

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Executive Producer | Content & Brand Strategist | Digital Storytelling & Production

Video & Podcast Production | Content Marketing | Project Management

Award-winning executive producer and content strategist with 15+ years of experience crafting powerful narratives, leading multi-channel marketing campaigns, and producing high-impact digital content. Proven track record of elevating brand storytelling through video, editorial, and multimedia strategies that drive engagement and measurable results.

Executive Producer & Founder

Fresh Media | 2007 – Present | getfreshmedia.com

Full-service content and production company specializing in **multimedia storytelling**, **digital content strategy**, and **brand films** for global organizations, universities, and nonprofits.

- **Lead content vision** and production strategy across video, digital, and social platforms, ensuring **cohesive storytelling** and brand alignment.
- Direct **end-to-end content production**, from concept to distribution, ensuring compelling storytelling that resonates with diverse audiences.
- Partner with cross-functional teams to translate complex topics into **engaging, accessible narratives**.
- **Notable Higher Education & Healthcare Projects:**
 - Produced high-visibility **video storytelling campaigns** for **Tulane University Hospital**, **University Medical Center**, and **American Academy of Pediatrics (AAP)**.
 - Produced a **video pitch** with leadership from Tulane, Ochsner, and Veterans Hospital, securing a major economic development deal for New Orleans.
 - Directed AAP's **"Daily Dose" recap series**, overseeing content strategy and production—resulting in **2,400+ views in days** (a **700% increase** from previous year).
 - Created a **documentary-style anniversary video** for **Loyola Law School**, celebrating its legacy and impact through archival storytelling and interviews.

Key Clients: American Academy of Pediatrics, New Orleans & Company, Louisiana Travel Association, Foundation for Opioid Response Efforts, New Orleans Business Alliance (*early projects included work for Tulane University Hospital and University Medical Center*)

Creative Director & Founder

Pang Wangle | 2017 – 2025 | pangwangle.com

Eco-friendly, insect-repellent apparel brand with a focus on DTC sales and select wholesale partnerships.

- **Built and led brand storytelling and content strategy** for a DTC fashion startup, driving significant engagement and sales growth.
- Developed **UGC-driven campaigns** that strengthened brand authenticity and audience engagement.
- Increased **email open rates by 72%** and **CTR by 48%** through **data-driven email marketing**.
- Optimized web content with **SEO and UX enhancements**, boosting engagement and conversions.
- Designed brand assets and campaigns to enhance **customer retention and loyalty**.

Pang Wangle Press Features: *Conde Nast Traveler, Architectural Digest, People, Self, USA Today, CNN, BuzzFeed, L.A. Times, Virtuoso Travel*

Growth & Recognition:

- Winner, QVC Big Find Pitch Competition – Featured live on QVC (2021).
- Selected for the Tory Burch Foundation Fellowship (2022/23) & Goldman Sachs 10,000 Small Businesses Program (2021).

Documentary Film Director & Executive Producer

Led award-winning documentary productions broadcast on **PBS America and major platforms.**

- Developed and directed **Emmy-winning** and **Humanities Documentary of the Year** films.
- Secured funding through **successful grant writing**, managed editorial teams, and directed on-set production.
- Created multi-channel content strategies for film distribution and audience engagement.

Notable Projects:

- **All Over but to Cry (2009)** – Emmy-winning documentary aired on PBS America and The Documentary Channel.
- **Reconstructing Creole (2007)** – Award-winning feature using animation and historical archives.

Adjunct Assistant Professor

Tulane University, School of Liberal Arts | 2010 – 2015

Taught courses in Visual Communication, Political Communication & Intro to Mass Communication. Developed curricula, instructional materials, and multimedia storytelling exercises to enhance student engagement.

Adjunct Assistant Professor

Loyola University New Orleans | 2004 – 2006 & 2010 - 2011

Led courses in Feature Writing, Communication Writing, and Mass Communication, mentoring students in effective storytelling, research, and media strategy. Integrated real-world projects and digital media tools into coursework.

Core Competencies

- Multi-Channel Content Strategy & Execution
- Brand Development & Narrative Storytelling
- Video Production, Direction & Editorial Oversight
- Cross-Functional Leadership & Team Building
- Content Performance & Audience Insights

Digital & Creative Tools

- **Content & Marketing Strategy:** Digital & Print, SEO, Social & Email Marketing
- **Multimedia Production:** Adobe Premiere Pro, Final Cut Pro, Canva
- **Analytics & Optimization:** Google Analytics, CRM Systems, Data-Driven Storytelling

EDUCATION

UI UX Design Certification, Caltech (in progress, expected April 2025)

M.A. in Communication, Loyola University, New Orleans (4.0 GPA, Grad Student of the Year)

B.A. in Journalism, American University, Washington, D.C.