

# JESSICA KRANNITZ

DIGITAL CONTENT PRODUCER

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## SUMMARY

Highly motivated professional with 10+ years of experience delivering influential creative projects in fast paced, deadline-driven environments. Strong conceptualization, production, and video editing skills. Directed creative projects throughout entire project lifecycles. Keen ability to liaise with diverse stakeholders, honed through working with global clients and teams. Committed to collaborating with cross-functional teams to deliver on organizational and client objectives. Conversational in Japanese.

Filming | Video Editing | Post Production | Photography | Motion Graphics | Graphic Design | Animation  
Promotional Material | Social Media Content | Project Management | Time Management | Stakeholder Management

## TECHNICAL SKILLS

- > Adobe Creative Suite
- > Photoshop & Illustrator
- > Premiere
- > After Effects
- > Lightroom
- > Photomatix
- > Microsoft Office Suite
- > Basic HTML
- > Maya
- > Mac and Windows OS
- > Final Cut Pro
- > DJI Mavic Drone
- > Interactive Television
- > Pandoras Box
- > Audio Recording Equipment
- > Live Broadcast Equipment
- > Professional Video & DSLR Cameras
- > Studio and Strobe lighting

## CAREER PROGRESSION

**Broadcast Manager** | Norwegian Cruise Line | July 2015 – Present

- Preside over onboard video content for ships in Europe, Asia, North America, and the Caribbean, filming and editing commercials, shows, and promotional material.
- Develop still and motion graphics for television production and live events.
- Increase entertaining attendance and revenue, directing the entire development of a video presentation from filming, editing, to graphics, for guests to raise awareness on available entertainment options.
- Create safety training videos for company-wide distribution, supporting the standardization of safety protocols.
- Earned several commendations, including awards and recognitions for outstanding contributions and team collaborations.

**Photo and Video Editor** | Freelance | August 2013 – June 2015, April 2020 – January 2021

- Fostered strong relationships and communication with clients, identifying objectives and refining customer visions to deliver outstanding products.
- Produced high quality work, balancing multiple projects simultaneously in a fast paced, deadline-driven environments.
- Drove social media engagement and sales by producing a video series for a culinary business owner, filming and editing the series to market products and build brand awareness at the consumer level.
- Developed style guides for the new video editors of a real estate photography business, establishing streamlined processes and producing easy-to-follow content in order to support seamless business continuity.
- Captured arial photos and videos of an academic institution to promote the athletic department on social media.
- Photographed bakery products featured on websites, email lists, and social media.
- Demonstrated technical expertise in picture and video production while using editing software like Photoshop, Final Cut Pro, and After Effects.

**Production Assistant** | Texas A&M University | September 2011 – August 2014

- Managed a film and photography studio for the Department of Visualization.
- Identified opportunities for process improvement, implementing a scheduling and check out system for equipment.
- Established a digital archive of department productions, digitizing twenty years of analog recordings into digital mediums.
- Maintained and repaired audio and visual equipment while educating students on how to properly use and care for the equipment.
- Presided over departmental branding, overseeing website maintenance and improvements in addition to designing and producing digital and print materials.



## EDUCATION

**Master of Fine Arts in Visualization (MFA)** | Texas A&M University  
**Bachelor of Science in Electronic Arts (BSc)** | Rensselaer Polytechnic Institute

**Bachelor of Science in Communication (BSc)** | Rensselaer Polytechnic Institute  
**Manager Training** | Norwegian Cruise Line



## COMMUNITY INVOLVEMENT

**PADI Divemaster** | Texas A&M University Kinesiology Department | August 2013 – June 2015

- Demonstrated critical skills to Open Water, Advanced, and Rescue Diver students, carefully supervising students to ensure safety.
- Maintained and repaired SCUBA equipment while following best practices.