

JD Jones, Video Producer

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LINKS

[Website](#), [LinkedIn](#)

PROFILE

A highly accomplished multimedia storyteller with over a decade of experience producing compelling video content across diverse industries. Specializes in collaborating closely with cross-functional teams to uphold creative excellence and brand integrity throughout the production process. Thrives in fast-paced environments, leading video projects under tight deadlines.

EMPLOYMENT HISTORY

- Feb 2017 — Sep 2023 **Lead Video Editor & Motion Designer, Chevron** Houston
- For over 6 years, I spearheaded video production and motion design for Chevron's global marketing campaigns as the Lead Editor. Notably, notable achievements included the "Tidewater" branded documentary in 2022 that promoted Chevron's environmental efforts across digital platforms. I consistently delivered on aggressive timelines while upholding Chevron's highest standards for quality.
- Jun 2016 — Nov 2018 **Senior Digital Editor, Prime Media Partners** Houston
- As Senior Digital Editor at the prominent political advertising agency Prime Media Partners, I oversaw the post-production process for numerous high-stakes web and broadcast commercials for major electoral campaigns. For the 2018 election cycle, I produced over 50 commercials for U.S. House and Senate candidates across 12 states helping to drive fundraising efforts, shaped narratives, and move voters. The digital video content I oversaw generated over 100 million impressions across several platforms.
- Sep 2016 — Nov 2017 **Digital Media Manager, Hallaron Advertising** Houston
- As the Digital Media Manager at Hallaron Advertising my responsibilities included strategizing effective lead generation initiatives, optimizing ad spends across platforms, and creating compelling brand storytelling through video and multimedia content. For major clients like Mattress Firm, Pier 1 Imports, and Houston Medical Center, I oversaw all aspects of their digital presence - from social media management to website enhancements to digital advertising. A highlight was spearheading the "This is Me" rebranding campaign for Pier 1 that reinvigorated their brand identity through lifestyle video vignettes.
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FEATURED FREELANCE WORK

- Dec 2022 — May 2023 **Salesforce+** Lead Editor
- I served as the Lead Editor for Season 4 of the popular Salesforce+ streaming series "#BossTalks with Ebony Beckwith." In this role, I oversaw all aspects of post-production, including ingesting footage, creating rough cuts, and delivering broadcast-ready episodes featuring insightful interviews with Fortune 500 CEOs and business innovators. Working under tight deadlines, I managed a team of assistant editors to efficiently prepare and edit footage captured remotely via Riverside.fm. The 6 episodes I oversaw generated over 500,000 views on Salesforce+ and received praise for their crisp, engaging production values. My leadership and editorial expertise were instrumental in upholding the premium experience viewers expect from the platform.
- Dec 2022 — May 2023 **McGee Media** Lead Editor
- As Lead Editor for Season 4 of the web award-winning series "Black History in Two Minutes with Henry Louis Gates," I edited thought-provoking documentary-style short videos spotlighting significant events and figures in African American history. From Apartheid to The Green Book to Toni Morrison's legacy, each episode condensed complex subjects into concise, powerful stories. I collaborated closely with the producing team to identify compelling narratives and archival media sources. Through articulate editing choices and graphics integration, I crafted nuanced social commentary while maintaining an objective lens. My editorial approach brought respect and resonance to sensitive subject matter.
- Aug 2017 — Jan 2018 **New York Times Digital** Video Correspondant
- In August 2017, I was brought on as a freelance video correspondent for The New York Times to provide on-the-ground coverage of Hurricane Harvey's catastrophic impact in the Houston area. Over a two-week period, I traveled to various locations throughout the region to document the historic flooding through powerful visual storytelling. My responsibilities included conducting interviews with residents and emergency personnel, capturing compelling video footage and photography of the destruction, editing daily video dispatches highlighting the evolving situation, and providing live reports streamed via social media. Working under extreme conditions, I had to think and operate quickly to gather critical content while ensuring safety.

Aug 2016 — Aug 2023

Zehl & Associates

Video Producer

As a video producer for the law firm Zehl & Associates, I was tasked with creating powerful testimonial videos to support personal injury cases. I oversaw the entire production process from start to finish, including client interviews, filming reenactments, gathering B-roll footage, and editing the final videos for use in court and on social media. My videos helped humanize the clients and vividly conveyed the physical and emotional impacts of their injuries. With an empathetic approach, I was able to make the subjects feel comfortable in opening up on camera. The compelling stories I crafted played a major role in securing multi-million dollar settlements for the firm's clients.

EDUCATION

Major: Media Arts, Art Institute of Dallas

SKILLS

Adobe Illustrator	Cinema 4D
Adobe After Effects	Storyboarding
Adobe Photoshop	Archival Research
Adobe Premiere Pro	RED Komodo
Davinci Resolve	Blackmagic Ursa Mini
Avid Media Composer	Sony FX3 & FX6
Brand Storytelling	Canon C300
Blender 3D	Panasonic Varicam

COURSES

Documentary Archival Research Training, Netflix

Frank Serafine Sound Masterclass, MZED

AFFILIATIONS

Alliance of Documentary Editors

BIPOC Editors

AIGA

blkcreatives

AWARDS & RECOGNITIONS

Nov 2014

Lantern Award

Association of National Advertisers

Integrated Marketing Communications Program for Allura USA Integrated Marketing Communications / On Target! Marketing and Advertising

Nov 2014

Rookie of the Year

Association of National Advertisers

On Target! Marketing & Advertising Agency