

JACK ROBERTS

MULTIMEDIA EDITOR

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PROFILE

Multimedia producer and video editor with over nine years of experience creating high-impact content across social platforms. Skilled in producing long-form and short-form video for YouTube, TikTok, X, and Instagram. Proven track record of growing social audiences and driving engagement at organizations like Catena Media, Audacy, and the Philadelphia Eagles. Proficient in Adobe Creative Suite (Premiere Pro, Photoshop and After Effects), live production, creating narrative-driven features, and using social media analytics to optimize content. Check out my portfolio at jrobproduction.com

PROFESSIONAL EXPERIENCE

Video Producer, JROB Productions

June 2018 — Present

- Edit shows and podcasts using the Adobe Suite
- Create short-form vertical video (TikTok, YouTube Shorts, Instagram)
- Create branded content and CTA's
- Create videos using AI tools (ChatGPT, Runway, ElevenLabs)
- Film and Edit Interviews and Presentations
- Current Clients: Team Rankings LLC, Pacific Tide Media, Freelance
- Past Clients: Philadelphia Blue Coats, University of Delaware, The Digital Team

Multimedia Editor (Inbound Marketing Team), Catena Media, Remote

June 2022 — April 2025

- Edit and post 15 to 20 shows and podcasts per week
- Create repurposed and original short form vertical video
- Deliver promotional assets, marketing material and commercial deliverables
- Create and maintain a content calendar
- Create reports using social media analytics
- Created over 1,500 videos and generated 11 million views on TheLines Youtube Channel
- Grew TheLines Youtube Subscriber base by 126%
- Achievement: Named Employee of the Quarter

Video Producer, Audacy, Philadelphia

August 2019 — June 2022

- Executive Producer of Audacy's Fantasy Football Show (3 Seasons)
- Create video content for major sports markets (Philadelphia, Boston, Dallas, Cleveland, Detroit, San Francisco, etc.)
- Distribute content to market leads, program directors and social media managers
- Identify and create videos from the best moments from across 30+ Sports Markets
- Covered the 2019 and 2020 NFL Combine and NFL Draft Process (Produced 100+ pieces of content for market distribution)
- Pitched, produced, and edited a documentary on the Philadelphia Flyers' mascot, Gritty, in collaboration with the team
- Created over 1,200 videos and garnered over 30 million views from Audacy's platform

Digital Production Assistant, Philadelphia Eagles, Philadelphia

June 2017 — January 2019

- Responsible for filming and editing multiple daily segments (Practice Report, Daily Interviews, Eagles 360)
- Edit Four Weekly Studio Shows (In the Trenches, Self Scout, Eagle Eye in the Sky, First Look)
- Work game-day live production for Eagles Pregame and Postgame Show (creating real-time highlight melts, distributing footage to partners, posting highlights, touching up photos for social)
- Film practice, press conferences and player media availability

Multimedia Assistant, University of Delaware, Newark

January 2016 — May 2018

- Film game highlights, event coverage and interviews using DSLR cameras
- Prepare Highlight Packages for Social Media
- Create In-Game Entertainment for Video Board
- Direct and Produce live stream sports events
- Produce and edit video features on student athletes, and coaches
- Produced, Filmed and Edited Two-Part Feature Package on Football Player Bilal Nichols journey to the NFL
- Live Production Experience: Camera Operator, Replay Machine, Motion Graphics, Timing Director

TECHNICAL SKILLS

Video Editing
Final Cut Pro

ElevenLabs.io

Adobe Premiere
YouTube Channel
Strategy
MP5 Video (Blings)

Adobe Photoshop
CMS Experience

Adobe After Effects
Sports Videography
(DSLR)

EDUCATION

Communications

University of Delaware, Newark
Minor: Journalism

August 2014 — May 2018

ADDITIONAL INFORMATION

- **Links:** Video Portfolio, LinkedIn Profile