

# Jack Roberts

DIGITAL MEDIA AND CONTENT  
MANAGER

## Details

34 Oakview Drive  
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United States  
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## Links

[jrobproduction.com](http://jrobproduction.com)  
[LinkedIn](#)

## Skills

Video Editing  
Adobe Suite  
Videography  
Studio Production  
Ability to Work Under Pressure  
Storytelling  
Event Coverage  
CMS Experience  
Live Stream Experience  
Communication  
Youtube Channel Strategy  
ElevenLabs.io  
ChatGPT  
Interviewing  
Interactive Video

## Profile

Dynamic multimedia professional with extensive experience in the sports industry, leveraging a passion for storytelling and creativity. Proven track record in creating and managing engaging content across multiple platforms, including impactful roles at Catena Media, Audacy, and the Philadelphia Eagles. Notable achievements include growing a YouTube channel subscriber base by 27,000 subscribers (117%), producing over 3,000 videos that amassed over 41 million views and being named Employee of the Quarter at Catena Media.

## Employment History

### Multimedia Editor, Catena Media, Remote

JUNE 2022 — APRIL 2025

- Create and maintain a content calendar to manage the editing and posting of up to 5+ videos and podcasts a day
- Edit and produce high-quality video and podcasts, along with creating repurposed short-form videos for social platforms
- Create promotional assets and marketing material that are aligned with brand voice and audience engagement goals
- Create and ensure branded elements and commercial deliverables are correctly displayed
- Monitor analytics and performance metrics to gauge the success of YouTube content, using insights to inform future projects and improve social content strategy
- Created over 1,500 videos and generated 11 million views on TheLines Youtube Channel
- Grew TheLines Youtube from 23,000 subscribers to 50,000

### Video Producer, Audacy, Philadelphia

AUGUST 2019 — JUNE 2022

- Created over 1,200 videos and garnered over 30 million views from Audacy's platform
- Executive Producer of Audacy's Fantasy Football Show (3 Seasons)
- Create Weekly, and Daily Content for Major Sports Markets (Philadelphia, Boston, Dallas, Cleveland, Detroit, etc.)
- Responsible for distribution of content to market leads, program directors and social media managers
- Pick the Best Daily and Weekly moments from across 30+ Sports Markets
- Conceptualized, produced, and edited a documentary on the Philadelphia Flyers' mascot, Gritty, in collaboration with the team

### Digital Production Assistant, Philadelphia Eagles, Philadelphia

JUNE 2017 — JANUARY 2019

- Experience editing premium content that regularly received hundreds of thousands of views
- Responsible for filming and editing multiple daily segments (Practice Report, Daily Interviews, Eagles 360)
- Edited Four Weekly Segments (In the Trenches, Self Scout, Eagle Eye in the Sky, First Look)
- Live Production Experience Creating real-time highlight melts, distributing footage to partners and posting highlights to the team's website

### Multimedia Assistant, University of Delaware, Newark

JANUARY 2016 — MAY 2018

- Produced and Edited Weekly Sponsored Videos
- Experience directing and producing livestream sports events
- Create In-Game Entertainment for Video Board
- Prepared Highlight Packages for Social Media
- Experience on Replay Machine, Motion Graphics and Camera for Live Events
- Pitched, Produced, Filmed and Edited Two-Part Feature Package on Football Player Bilal Nichols journey to the NFL

# Education

Communications, University of Delaware, Newark

AUGUST 2014 – MAY 2018

Journalism, University of Delaware, Newark

AUGUST 2014 – MAY 2018