

John R. Kennedy

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Experience

UT Office of Student Media, Technology Coordinator

Knoxville, TN, 2016–present

- Established a Student Media Production Services business model to increase unit revenue by offering student-produced video and graphic content to campus and external clients.
 - \$35,000+ in billable work for multiple clients, Jan 2018–April 2019.
 - Oversee all commercial video production projects.
 - Provide final edit notes and approval.
- Script, shoot, produce, and edit annual orientation video for the office.
- Migrated *utdailybeacon.com* to a responsive platform and led redesign.
- Managed content update and migration of *studentmedia.utk.edu*.
- Create monthly reports on social media analytics, including Facebook, Instagram, Twitter, and YouTube.
- Recruit and train student contributors and staff members to serve in all roles.
- Periodically review and provide notes on written and visual content for the *Daily Beacon* print and web editions.
- Established a multi-platform social media strategy and worked with *Daily Beacon* engagement and multimedia editors to share content.
- Manage content curation and design of the *Daily Beacon* e-newsletter.
- Conceptualize and execute freelance workshops for the Center for Career Development to help students network with creative industry professionals.
- Presented at the College Media Association 2016 Conference in Atlanta, Georgia, on revitalizing content strategies and adopting new tools for university offices of student media.

Jupiter Entertainment, Director of Operations

Knoxville, TN, 2007–2016

- Recruited and trained high quality production team and grew team to meet demand.
- Trained and conducted annual reviews for thirty post production, production, and IT staff members.
- Interviewed, vetted, and hired 100+ office, temporary, and freelance staff.
- Recruited and mentored local area students for production internships.
- Managed and scheduled yearly capital expense budget, annually ranging from \$250,000–\$1M.
- Developed and maintained relevant social media strategy and guidelines for all series.
- Managed and oversaw company website content creation, copy and video editing, and redesign.
- Produced digital vignettes for *Biography* and *Snapped* television series.
- Implemented tapeless workflow system to replace outdated tape library which saved an estimated \$700,000, allowing the space to be repurposed as edit bays.
- Transitioned company from legacy mail server to Google Cloud Apps for Business, establishing collaborative online workspaces and timesaving efficiencies.

Pellissippi State Community College, Adjunct Instructor

Knoxville, TN, 2015–2017

- Create and schedule curriculum for Video Production Technologies course.
- Instruct, train, review, and grade content created by students (includes written, audio, and video projects).

WVLT Volunteer TV, News Video Editor

Knoxville, TN, 2006–2007

- Communicated with CBS and CNN to pull daily network feeds.
- Edited stories to air during four afternoon and evening newscasts.
- Worked master control tape decks during university football games.

Knowledgebase

- WordPress CMS systems
- Avid Systems
- Adobe Creative Cloud (Premiere, Photoshop)
- Microsoft Office Suite
- Sony and Canon Camera Systems
- Digital Asset Management
- Google Cloud Suite
- 18 years IT network infrastructure and support
- Multiplatform storytelling

Education

University of Tennessee
BS, Communication
2004–2007