

Jaden Gerard | 917-715-5988 | jadenmgerard@gmail.com | jadengerard.com

EDUCATION

Syracuse University, Syracuse N.Y.

May 2024

S.I. Newhouse School of Public Communications

B.S. Broadcast and Digital Journalism

Minor: Data Analytics

EXPERIENCE

Content Creator

Jan. 2024 - Present

Slice Sports Management

- Film behind the scenes at NIL brand deal shoots with represented athletes
- Edit footage into videos to build the agency's brand on YouTube
- Brainstorm content ideas with supervisors for YouTube-specific segments

Crew Member and Social Media Manager

Sep. 2022 - Present

Live from Studio B Comedy Show

- Operating in-studio equipment such as cameras and control room equipment during live shows.
- Posting content series to Instagram and Twitter weekly such as the daily heard on campus posts.
- Increasing follower count from 600 to almost 10,000 as well as editing a viral video with over seven million views.

Media Production Intern

May 2023 - Aug. 2023

Pioneer Baseball League

- Created content for social media to market league projects such as mid-season tryouts.
- Wrote and edited videos for a weekly league roundup show about the league's best players and performances.
- Interviewed league players and staff for weekly videos, written articles, and a mini-documentary.

Social Media Intern

May 2023 - Aug. 2023

Stacey Winnick - Turn Your Clutter Into Cash

- Shot, edited, and posted videos for a local sustainability influencer.
- Collaborated with local advocacy groups and businesses to enhance content.
- Planned video shoots and strategized content weekly.

Content Creator

Mar. 2023 - May 2023

Syracuse University London

- Researched live events in London to attend for a video blog series about an American student experiencing a foreign city.
- Planned, filmed, and edited videos.
- Reviewed completed projects with supervisors to be used to promote the Syracuse London program.

SKILLS	AWARDS
Adobe Premiere, Adobe Audition, Adobe Lightroom, HTML, AP ENPS, Instagram, Twitter, Tiktok	<ul style="list-style-type: none">• Fall 2020, Fall 2022, and Spring 2023 Dean's List• <i>Founders' Scholarship</i> Recipient• <i>Invest in Success Scholarship</i> Recipient

