

JAKE KLEIN

Project Manager & Senior Producer

(828) 406-2545

jakegklein@gmail.com

[Portfolio](#)

An Emmy Award-winning producer and project manager specializing in crafting captivating, innovative, and targeted corporate communications that resonate with audiences and drive growth. A big-picture creative visionary with endless ideas, and the skills necessary to bring those ideas to life. A polished project manager skilled in delivering digital content on time and on budget. An excellent communicator and public speaker with a magnetic personality, strong written and verbal communications skills, and a team-oriented leadership style.

SKILLS

Project and Production Management

Public Relations and Corporate Communications

Content Marketing and Creative Development

Public Relations and Corporate Communications

Social Media Marketing

Producing and Directing

Video Production and Post-Production.

Agency Relations and Talent Acquisition

Digital Media Marketing Strategy

Copywriting and Copyediting

Excellent Written and Verbal Communicator

Strong Interpersonal Skills

Team Building and Leadership

Creative problem solving

Adobe Creative Suite

HubSpot Digital Marketing Certified

Adobe Workfront

Smart Sheets, Jira, and Trello

Slack

Google Analytics, SAS, and Sprout Social

EXPERIENCE

SENIOR PRODUCER – SENIOR STUDIO SPECIALIST

The Home Depot: *Studio Orange High Point*

LEXINGTON, KY

May 2024 – Jan 2025

- Notable accomplishments:
 - Led the in-house production team that saved The Home Depot over \$2 million in Q3 and Q4 of 2024
 - Built and trained the first ever in-house creative video production agency for The Home Depot
 - Designed and executed strategic plan to build industry-leading studio infrastructure and equipment inventory
 - Worked with senior marketing team to develop and implement best practices, policies and procedures, and production workflow for all in-house, as well as external agency content creation
 - Wrote, produced, and directed videos for web, organic social, and paid media

- Designed innovative project management workflow with cross-platform integration between Adobe Workfront, Smart Sheets, and slack
- Created and managed all production schedules and budgets to ensure projects were completed on-time and on-budget
- Put together all creative decks to ensure creative vision aligned with project goals, messaging, and brand standards
- Led all production meetings between internal production team, agency partners, brand reps, and senior management
- Worked with project managers, purchasing, warehouse, and art directors to manage set construction and product inventory
- Worked closely with Art Directors and Designers to ensure studio sets aligned with approved creative decks and project objectives
- Hired all cast and crew for video and photography shoots
- Served a liaison between Studio Orange and external agencies such as BBDO and Lerma to leverage studio assets and cut costs
- Designed post-production workflow and developed training program for video editors and VFX team
- Managed all aspects of post-production to ensure projects exceeded client/requestor expectations and met deadlines
- Oversaw Digital Asset Management and distribution via Aprimo DAM and trained team on proper use, indexing, meta data, etc.
- Researched and leveraged AI to streamline the production process and maximize efficiency and cost savings

DIGITAL MARKETING MANAGER & SENIOR PRODUCER

University of Kentucky College of Arts & Sciences

LEXINGTON, KY

January 2020 – November 2023

- Some Notable accomplishments:
 - Created SMM plan and content calendar for annual giving campaign that set records and increased giving by 98% in 2023.
 - Led in-house media team producing an average of 125 video and photography projects per year.
 - Won 3 Addy awards, 4 Emmy nominations, and 2 Emmy wins in 2022 & 2023.
 - Supported DEI initiatives as evidenced by an Emmy nomination in the Category of Diversity, Equity, and Inclusion in 2022.
 - Created viral promo video for master's Program that gained 28,000 clicks in the first few days with a 95.4% retention rate.
 - Collaborated with Web, IT, and Design teams to concept and launch a comprehensive website redesign in 2023.
- Developed and implemented an innovative digital marketing growth strategy for the largest college in the state of KY.
- Managed content creation for social media, web, video platforms, digital signage, print media, bulk mail, and events.
- Created content calendars for website, social media, and all digital channels.
- Wrote and edited copy for video, web, social media, press releases, dean speeches, and live events.
- Utilized HubSpot, Hootsuite, and Sprout Social to ensure collaborative, cohesive, and data driven cross-platform branding/messaging.
- Worked closely with communications and IT directors, philanthropy, recruitment, and the dean's office to establish long-term and short-term growth objectives for the college.
- Used Google Analytics, SAS, and Sprout Social data to evaluate KPIs and improve digital marketing strategy.
- Fostered relationships with donor, alumni, and student influencers to promote the brand, support initiatives, and drive growth.
- Managed photo and video team production inventory, budget, and outside vendor relations.

FREELANCE FILM AND TELEVISION PROFESSIONAL

Self/Contract Work

VARIOUS CITIES

January 2011 - Present

- Co-producer, editor, and postproduction supervisor: "Midway to Love." Hallmark Channel.
- Producer: "Becoming Truly Human." Documentary - Limited theatrical release and streamed on multiple streaming services.

- Freelance live sports production: ESPN, SEC Network, Fox Sports, NBC Sports, Golf Channel, BSI, and Comcast.
- Worked in AD department and audio team for multiple seasons: "A Haunting" - Discovery Networks.
- Produced & directed music videos for Grammy-nominated artist Travis Greene - NBC Universal Music Group.
- Produced and Directed multiple TV and online commercials for ad agencies and companies in NC, VA, and KY.
- Freelance live and corporate production: Directed multi-cam events featuring celebrity speakers such as Drew Brees.
- Art director and set designer for multiple shoots for DuPont Sustainable Solutions and other production companies.
- Freelance camera operator and video tech for various corporate productions, live events and conventions.

PRODUCER & EDITOR

Eppic Films

LEXINGTON, KY

December 2018 - January 2020

- Produced and edited award-winning content for clients like Dollar General, Ale 8, GenCanna, UK Public Health and more.
- Developed pitches and scripts for video projects.
- Edited, colored, and did audio post for video projects.
- Assisted with scheduling, budgeting, casting, locations, and preproduction for shoots.

ASSISTANT PROFESSOR OF MEDIA COMMUNICATION

Asbury University

WILMORE, KY

July 2014 - July 2018

- Taught graduate and undergraduate courses in: Digital Media Production, Writing for Media, Screenwriting, Producing, Directing, Film Aesthetics, Film History, Cinematography and Editing.
- Designed the first-ever MFA programs in Screenwriting and Film/TV Production offered at Asbury University.
- Advised students and coordinated internship opportunities.
- Served as chair of multiple MFA thesis committees.
- Executive Produced Asbury University endowed spring film productions.
- Created new in-person and online graduate and undergraduate courses to support the initiatives and goals of the college.
- Delivered lectures and instruction in the classroom and via online lectures.

PROJECT MANAGER

Midsouth Holdings, Inc.

BOONE, NC

May 2004 - January 2011

- Managed single-family and multi-family residential developments from concept to completion.
- Created multi-phase schedules and budgets for design-build multifamily residential development projects throughout Western NC.
- Worked with senior management, design firms, and brokers to create marketing plans and sales strategies for various projects.
- Coordinated with architects, engineers, accountants, attorneys, building inspectors, and real estate agents/brokers throughout all phases of design, construction, and sales to ensure projects met the goals and objectives of the organizational shareholders.
- Created presentations and presented/pitched projects to planning boards and city councils to obtain permits/approval.
- Mediated conflicts and negotiated successful solutions with internal and external stakeholders, contractors, and public officials.
- Worked with superintendents and subcontractors to solve problems, minimize change orders, and keep projects on schedule.
- Created quality control punch lists and conducted walk-throughs to ensure market readiness prior to listing properties for sale.

EDUCATION

MASTER OF FINE ARTS (MFA) – TELEVISION & VIDEO PRODUCTION
Regent University

May 2014

BACHELOR OF SCIENCE (B.S.) – MARKETING AND INTERNATIONAL BUSINESS
University of North Carolina at Greensboro

May 2004

SELECTED AWARDS

- 2022 Emmy Awards: "2022 A&S Hall of Fame Series." Won an Emmy in the Category of Education and Schools.
- 2022 Emmy Awards Nomination: "2022 A&S Hall of Fame Series."
- 2022 Emmy Awards Nomination: Cinematography. "2022 A&S Hall of Fame Series."
- 2023 Addy Awards: Board Certified Award. "2022 A&S Hall of Fame Video Series."
- 2021 Emmy Awards: "Ron Eller Biography." Won an Emmy in the Category of Education and Schools.
- 2021 Emmy Awards Nomination - Outstanding Achievement in the Category of Diversity Equity and Inclusion. "Bill Turner Biography."
- 2022 Emmy Awards Nomination - Outstanding Achievement in the Category of Education and Schools. "Ron Eller Biography."
- 2022 Addy Awards: Won a Gold Addy in the category: Film, Video, & Sound - Branded Content for "Bill Turner Biography."
- 2022 Addy Awards: Won a Gold Addy in the category: Film, Video, & Sound – Online for "Jack Nzerhumana Commercial."
- 2016 Floyd Film Fest - Won Best Short Film. "River."
- Official Selection of 2016 River Bend Film Festival - "River."
- 2015 Bronze Telly - Corporate Image. A/C Specialist's Ad Campaign (30 sec) - Addison Group.
- 2015 Bronze Telly - Directing. A/C Specialist's Ad Campaign (30 sec) - Addison Group.