

JACK GEDDES

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SUMMARY

Creative and detail-driven video producer with 7+ years of experience crafting longform, broadcast, and digital video content. Proven success leading editing teams, shaping story arcs, and building brand engagement, especially on YouTube. Obsessed with pacing, retention, and visual storytelling that hits hard and sticks. Skilled in Adobe Premiere, After Effects, and Photoshop, with a record of boosting channel growth and content quality.

PROFESSIONAL EXPERIENCE

Videographer & Content Producer

American Cornhole League (ACL) – Rock Hill, SC

2023 – Present

- Led creative, shooting, and editing on over 50+ broadcast and longform features airing on ESPN and CBS
- Produced, edited, and managed top-performing YouTube content, increasing revenue by 650% and impressions by over 150%
- Directed and scripted story-driven segments and player profiles
- Designed motion graphics and LED wall animations in After Effects and Blender
- Collaborated across teams to deliver fast-turnaround social and sponsor content
- Filmed and edited both live and pre-produced content for events, features, and interviews

Senior Video Producer

325 Productions – Syracuse, NY & Rochester, NY

2020 – 2023

- Oversaw creative for commercial shoots, leading a small team of editors and shooters
- Managed client feedback, timelines, and deliverables across multiple concurrent projects
- Shot and edited branded content, interviews, and photography for clients
- Coordinated story structure, pacing, and tone for different platforms

Assistant Multimedia Production Manager

Syracuse Mets – Syracuse, NY

2017 – 2021

- Directed live game broadcasts and operated replay and switcher systems
- Shot in-game video and created in-stadium and digital content
- Delivered quick-turn highlight edits and features for social media

SKILLS

YouTube Optimization • Short-Form & Long-Form Video • Adobe Premiere Pro & After Effects • TikTok Trends & Vertical Video • Platform-Specific Formatting • Sports Storytelling • Motion Graphics Integration • Cross-Functional Collaboration • Digital Show Packaging • Tight Deadline Turnarounds • Multi-Platform Distribution

EDUCATION

B.A. in Broadcasting & Communication, Minor in Business

SUNY Oswego, Oswego, NY

Graduated 2020, magna cum laude

CERTIFICATIONS

- FAA Part 107 Remote Pilot License.
- Fundamentals of Digital Marketing – Google Digital Garage.