



Jordan Ray Prisby

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Education

WAYNE STATE UNIVERSITY, *Detroit MI*

- May 2021
- BA: Media Arts and Studies
- Public Relations Minor
- Overall GPA / 3.98
- Dean's List and Merit Scholarship all semesters
- CFPCA's Dean's Delegate

Skills

SOFTWARE

- Adobe Photoshop, Illustrator, Premiere Pro, Final Cut
- Avid
- Canva
- Google Analytics
- Microsoft Word, PowerPoint, Excel
- YouTube Music

SOCIAL MEDIA

- Facebook • Instagram • Slack
- Tiktok • Twitter • YouTube

CERTIFICATIONS

- Digital Media Certification
The Center for Digital Engagement
In conjunction with Ann Arbor Spark, this certification program places students in the digital community through internships, supplemented with mentorship, training, and certifications (2020)
- Google Analytics (2020)
- Basic Microsoft Office (2018)

Experience

CONTENT CREATOR / Graham Media Group - The Something Good Show

January 2021 / Present (Internship)

- Develop snackable visual content, TikToks, Instagram posts & stories, short videos, and dynamic media assets for *The Something Good Show's* media channels
- Sniff out trending stories and collaborate with the production team to output the best shows and articles for national distribution on seven affiliate news stations

ASSOCIATE PRODUCER / Detroit Public Television - MetroArts Detroit S10

August 2020 / Present

- Pitch and coordinate guest appearances for live, in-studio tapings, acting as the first point of contact
- Compose segment research, rundowns, and set designs for flawless execution, emphasizing diversity and inclusion within each show

BARISTA / SOCIAL MEDIA ASSISTANT / JHouse Juice

January 2020 / Present

- Utilize cash-handling and sales skills while providing courteous and quick service to customers
- Assist in creating and capturing engaging content for social media that generates an average of 75 likes per post for the small, family-owned business

FREELANCE PRODUCTION ASSISTANT & EDITOR

(Highlights include ESPN, Painted Creek Productions, WSU Dean & Speaker John Corvino)

October 2018 / Present

- Handle errands, scheduling, phone calls, and confidential matters for cast and crew, including catering coordination, running documents/equipment, and emergency situations
- Leverage exceptional organization, time management, and stress resilience during 12+ hr. shoot days

VIDEO PRODUCTION INTERN / Robin Schwartz PR

August 2020 / December 2020 (Internship)

- Used a creative eye to edit promotional and marketing videos
- Acted as a production assistant for on-site shoots, assisting the director by capturing footage, scouting locations, and coordinating with clients

MARKETING COMMITTEE MEMBER / Grosse Pointe Theatre

October 2018 / Present

- Promote all aspects of the arts and fundraise through performance, creative digital works, marketing and design support, and video production expertise

VIDEO EDITING COACH / Microsoft

(In conjunction with Quicken Loans, Wayne State University, and Microsoft TEALS program)

June 2020 / August 2020 (Internship)

- Provided mentorship and technical guidance to Detroit Public School high school students when producing their own creative content
- Recorded behind-the-scenes program experience by producing a short documentary for marketing purposes - featured in Today @ Wayne, Microsoft's website, and Crain's Business Magazine

DIGITAL MEDIA SPECIALIST / AuraLab LLC

June 2020 / August 2020 (Internship)

- Created and validated four customer personas by conducting 15 user interviews
- Generated a 12% increase in website traffic through the production of 10 marketing videos and over 25 social postings