

JACK H. BUCKHOLZ

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Education

UNIVERSITY OF MINNESOTA, Minneapolis, MN

May 2014

- B.A., Studies in Cinema and Media Culture; Cultural Studies and Comparative Literature

Relevant Experience

CIBC, Chicago, IL

August 2022-Present

Sr. Marketing Specialist – Video Content

- Oversee the development of video content, working with CIBC's US Marketing and Communications group
- Conceptualize, storyboard, and script digital media content, working in partnership across bank's lines of business
- Transport, set-up, operate, and tear down video, sound, and lighting equipment
- Carry video from pre to post-production (editing, color, sound, motion graphics) using Adobe Creative Cloud
- Coordinate and direct live stream webcasts featuring members of CIBC's executive committee
- Manage scheduling, equipment inventory & purchases, setup, and recording in video recording studio
- Consult with and make recommendations to other CIBC entities as they build out their communications capabilities

NAI HIFFMAN | HIFFMAN NATIONAL, Oakbrook Terrace, IL

January 2022-August 2022

Digital Designer

- Created custom brand design, video, and other digital assets for brokerage and management clients
- Collaborated with marketing team across social media platforms
- Worked independently and in partnership with Hiffman teams to plan, shoot, assemble, edit, and roll out video projects
- Animated graphics for social media and integration into video projects
- Scheduled, shot, edited, and cataloged new employee portraits for web, print, and social media use

ILLINOIS OFFICE OF COMMUNICATION & INFORMATION, Chicago, IL

Aug. 2020-December 2021

Videographer / Producer

- Planned, coordinated, and directed video shoots, working in partnership with various state agencies and clientele
- Developed media content through all stages of production: planning, producing and directing talent, creation of graphics
- Imported, created, edited, and exported media content using Adobe Creative Cloud
- Served as the producer and pool videographer for news events covering the Governor, Lt. Governor and other officials

METROPOLITAN STATE UNIVERSITY, St. Paul, MN

July 2016-July 2020

Media Specialist, Center for Online Learning

- Recorded digital video and audio, integrated assets with learning management system, managed media repository
- Imported, edited, graded color, mixed audio, and exported finished product using Adobe Creative Suite software
- Managed video recording studio, including scheduling, set preparation, and operation of camera/audio equipment
- Coordinated audio/visual equipment inventory, scheduled the loaning of equipment, researched new purchases
- Conducted workshops and webinars for faculty/staff on the use of multimedia, virtual meetings, and webcasting services

CAMBRIA, Le Sueur, MN

Mar. 2016-July 2016

Videographer

- Produced training videos outlining Standard Operating Procedures for multiple departments
- Filmed, edited, and created motion graphics using Adobe Creative Cloud software

SOFTWARE: Adobe Creative Cloud, Premiere, Photoshop, After Effects, Final Cut Pro, Motion, Camtasia, DaVinci Resolve, Audition, YouTube, Vimeo, OBS, Lightroom, Audacity, WebEx, Zoom, Slack, Teams, Google Docs, Microsoft Office Suite, WordPress, Outlook