

Jess Hogan



Multi-media Professional with 3+ years of experience in social media management, television production, development, direct-to-consumer marketing, branding, content development, cross-channel marketing, digital communication, and producing.

Skills:

Final Cut Pro, Adobe Premiere, InDesign, Photoshop, Microsoft Applications, Adobe, Final Draft, & Movie Magic Budgeting



M.S. Producing & Management

Boston University | 2017 | *Magna Cum Laude*

B.A. Journalism & Digital Communications

Lenoir-Rhyne University | 2016 | *Valedictorian*

Work Experience

Social Media & Marketing Director

Greene Broillet & Wheeler, LLP. | November 2019 to Present

- Led the new marketing department; managed our website creative team and our Public Relations representative throughout and after company rebranding
- Maintained and created content (graphics/videos) for all social media platforms (Instagram, Facebook, Twitter, LinkedIn, Google Business...etc) to increase visibility
- Designed all digital/print advertisements (for publications like: The Advocate, The Daily Journal, National Law Journal, and Law Dragon Magazine)
- Produced and promoted the firm's 17 MCLE-credit webinars highlighting their best cases during the COVID-19 pandemic; maintained the law firm's eligibility to become Multiple Activity Providers with the California State Bar
- Developed a Marketing budget to redistribute funds for greater ROI
- Solidified advertising with Top CA legal publications (Super Lawyers, Best Lawyers, The Forum, and The Advocate Magazine)
- Launched paid-social media campaigns and obtained client reviews; increasing SEO rankings
- Designed and oversaw the outside marquee and door signage for the front of the new office

Direct-to-Consumer (DTC) Manager

Cyber Group Animation Studios | April 2018 to July 2019

- Managed all direct-to-consumer media distribution and products
- Established DTC media, consumer products, and social media marketing budgets
- Strategized social media plans and produced content for CGS social media accounts
- Collaborated with the Paris marketing team on tactics to drive awareness using GoogleAds, AmazonAds, Facebook, and Instagram
- Managed the creation, licensing, and design of YayToons OTT platform containing all CGS content on Roku; also edited all graphic art, metadata, and videos for over 500 episodes for the app
- Created DTC products for CGS series; including Disney series, *Gigantosaurus*
- Analyzed series and product design performance
- Provided insight on characters and storyline development for future series
- Acted as an assistant licensing manager for the property *The Last Kids On Earth* at Licensing Expo Conference

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Production Assistant

The Tavis Smiley Talk Show, PBS | August 2017-December 2017

- Pitched potential guests and conversations
- Produced social media posts during the taping of live performances and interviews
- Researched information on talk show current and future guests for the producers and host
- Escorted celebrity guests; facilitated communication between the producers and talent managers
- Maintained historical information of all guests, topics, and future content

Development Assistant

Linguine Pictures (Giada De Laurentiis' Company) | August 2017-November 2017

- Created/ Designed brand-centered PowerPoint presentations, pitch decks, and treatments
- Edited Talent/ TV Show Sizzle reels for various networks
- Researched and pitched potential reality talent and series
- Assisted in production for Food Network's *Giada's Summer Entertaining*
- Ensured confidentiality with all communications between development and clients

Assistant Professor

Boston University | 2016-2017

- Delivered lectures to undergraduate students on the topics of public speaking, media, communication theory, marketing, and public relations.
- Evaluated and graded students' coursework, assignments, exams, and papers.
- Maintained regularly scheduled office hours to assist and advise students.

Production Assistant

UNC-TV, PBS | 2014

- Assisted the director in the areas of on-air talent, audio control, CG operation, studio/field camera operation, and teleprompter operation