

# JACOB HIGGS

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## SUMMARY

My involvement with film has been a driving force for creative endeavors in my life and the reason I strive to discover new opportunities and adventures. I am a motivated self-starter with a strong background in on-set experience and have extensive knowledge of video and audio equipment. I am well rounded, a quick learner and sensible. I find using new technology to be second nature and I am always open to new ideas. I am eager to be an integral member of a highly collaborative production team.

## EDUCATION

**East Tennessee State University**, Johnson City, TN (May 2020)  
**Bachelor of Arts & Sciences (BS)** Media and Communication (GPA: 3.7/4.0)  
Radio/Television/Film Concentration with English Minor

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## SKILLS

- Adobe Software, Pro Tools and AVID.
- Producing/directing entertainment programs.
- Experience with technical aspects of commercial, ENG & EFP video and digital technology.
- Writing radio/TV copy, such as commercials, announcements, program continuities and dramatic scripts.
- Coordinating and building gear packages for on-set use.
- Organizing and maintaining production equipment.
- Overseeing social media marketing strategy and content marketing.
- Building brand awareness and positioning.
- Developing and managing advertising campaigns.

## CLIENTS

- **Tennessee Hills Distillery**, 2021 Social Media Content – Sony A7SII, Premiere Pro
- **Tennessee Film Nights @ Atlantic Ale House**, Host/Creative Director - Premiere Pro, Audition
- **WCYB**, 2019 Football Game Camera Operator
- **Salvation Army**, 2019 Promotional Video - Sony Z150, Premiere Pro
- **Northeast Tennessee Entertainment Alliance**, 2019 Promotional Video - Sony Z150, Premiere Pro
- **JRH Brewing**, 2019 Promotional Video, Sony Z150, Premiere Pro
- **Halloween Express**, 2018 Promotional Video

## INTERNSHIP & STUDY ABROAD

**Mancuso Entertainment**, Johnson City, TN • Camera Operator/Editor, Spring 2020

- Website: [mancusoentertainment.com](http://mancusoentertainment.com)

**Study Abroad**, Poland & Czech Republic • Summer 2019

## WORK HISTORY

**Trending Today**, Johnson City, TN • **Producer**, 5/21 – Present

- Instagram: [@trendingtoday\\_tv](https://www.instagram.com/trendingtoday_tv) • Facebook: [Trending Today](https://www.facebook.com/TrendingToday)

**Tennessee Hills Distillery**, Jonesborough, TN • **Marketing Director**, 12/20 – Present

- Instagram: [@tnhillsdistillery](https://www.instagram.com/tnhillsdistillery) • Facebook: [Tennessee Hills Distillery](https://www.facebook.com/TennesseeHillsDistillery) • Website: [Tnhillsdistillery.com](http://Tnhillsdistillery.com)

**JRH Brewing**, Johnson City, TN • **Bartender and Social Media Content Creator**, 06/19 – 12/20

- Instagram: [@jrhhbrewing](https://www.instagram.com/jrhhbrewing) • Facebook: [JRH Brewing](https://www.facebook.com/JRH Brewing)

**Hit + Run Creative**, East TN • **Production Assistant**, Netflix Production 07/20 – 10/20

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## CERTIFICATIONS

**Professional Bartending Schools of America (PBSA)**  
CPR/AED, Certified

## ACTIVITIES & COMMUNITY INVOLVEMENT

**Sigma Chi Fraternity**, ETSU Zeta Omega Chapter • Social Chair, T-Shirt Chair  
Philanthropy Huntsman Cancer Institute  
**America Reads**, ETSU/Harold McCormick Elementary