

JACOB KATZ

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SUMMARY

Collaborative video producer with over 13 years experience in end-to-end production and work garnering tens of millions of views across YouTube, TikTok, Instagram, and traditional advertising platforms. Skilled at leading cross-functional teams and implementing scalable strategies to deliver high-impact storytelling to global audiences. Responsible for multiple product turnarounds at Greater Goods, improving sales by 40% and tripling audience retention. Developed project management structures that boosted efficiency by 10%. Mentored and trained video editors in several scenarios, including as a full-semester high school class, in professional environments, and as a freelancer.

EXPERIENCE

Senior Video Producer

Greater Goods | November 2021 - August 2025 | St. Louis, MO

- Coordinated and executed all end-to-end video production needs (50+ projects/year) across Amazon, YouTube, social media, and other advertising platforms.
- Developed scalable strategies and cross-functional workflows for projects of all sizes/budgets, from \$10 single-clip social media campaigns to \$20,000 rollouts of 30+ SKUs.
- Increased production values and video quality across the board, developing brand voice and contributing to 40%+ sales growth, while also raising audience retention and tripling click-through rates.
- Collaborated with creative agency and marketing team leadership to clearly communicate project goals, negotiate and adhere to budgets, and deliver assets on time.
- Engineered scalable post-production pipelines, unifying asset and project management across multiple structures to accelerate campaign delivery and strengthen visual consistency.
- Mentored and trained additional editors for freelance, social media, and product-focused videos.

Video Producer/Digital Artist on Retainer

Better Noise Music | August 2022 - February 2025 | New York, NY (remote)

- Edited hundreds of social media posts and music videos for various global campaigns, garnering 13+ million views on YouTube and social media, boosting related music/ticket sales by 20%.
- Led development on behind-the-scenes and documentary series (including branding, production, research, and editing), defining a brand voice and visual style.
- Facilitated brand standards across all projects, creating scalable templates and assets for company-wide use, increasing efficiency of video delivery by 10%.
- Aided in producing additional material, including newsletters, advertisements, and miscellaneous promotional material for worldwide usage.
- Localized 85 video rollouts in seven different languages, managed vendors to more easily prepare videos for translation.

EDUCATION

Bachelor of Science in Electronic Arts, Emphasis on Computer Animation (Minor in Film Studies)

Missouri State University | Springfield, MO | Graduated magna cum laude

- Participated in many on-campus extracurricular film projects, including an Emmy-award winning multi-camera series.
- Led short film productions with crews of over 50 people, establishing quick and effective communication strategies across departments.

SKILLS

- **Creative Tools:** Adobe Creative Cloud Suite (expertise in Premiere Pro, After Effects, and Illustrator), Davinci Resolve, Final Cut Pro
- **3D Applications:** Blender, Houdini, Autodesk Maya
- **Production:** Camera operation, lighting setups, post-production pipelines, cloud workflows, Frame.io
- **Collaboration & Management:** Jira, Trello, Confluence, Slack, Google Workspace, Microsoft Office, iWork