

# JONATHAN GONZALES

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## RELEVANT EXPERIENCE

### Tempo Fitness

**Production Technician** | January 2023 - July 2023

- Managed live broadcasts of fitness classes, ensuring seamless execution and engaging content delivery
- Produced, edited, and published on-demand class content, maintaining high quality and consistency
- Skillfully handled extensive file management for a library of 3,000+ classes
- Created compelling promotional trailers for special training programs & major ad-hoc events increasing engagement and participation

**Social Media Producer** | October 2022 - December 2022

- Orchestrated social media strategies across Instagram, Facebook, and TikTok, reaching an audience of +80k
- Produced captivating video and static content to enhance brand visibility and engagement
- Expanded role as community manager, fostering relationships with existing & prospective users and influencers

**Production Assistant** | May 2022 - September 2022

- Supported the production of live and on-demand fitness shows, ensuring smooth studio operations
- Captured and edited behind-the-scenes content for internal showcases, enhancing team cohesion

### ESPN

**Runner** | September 2021 - March 2023

- Runner for ESPN Monday Night Football/ESPNU College Basketball
- General administrative work, producer and talent assistance, Pre and post game Video Village setup & tear down
- Demonstrated adaptability by managing tasks around varying game times, ensuring smooth transitions during commercial breaks, halftime, overtime, and unexpected events

### The Adventure Index

**Marketing Manager** | September 2021 - May 2022

- Marketing manager for an off-roading lifestyle brand selling camping storage units
- Conceptualized and executed marketing campaigns highlighting off-roading lifestyle products
- Produced video and photos of the units both in demonstration and in actual use in outdoor environments

### Model United Nations at UC Santa Cruz

**Marketing Manager** | November 2021 - April 2022

- Led a 6-month promotional campaign for an academic conference, exceeding attendance projections by 50%
- Designed eye-catching graphics, wrote compelling copy, and produced teaser videos, setting the event apart
- It was the first of its kind for collegiate Model United Nations competitions

## **UCSC Journal of International Society & Culture**

*Chief Technical Advisor* | January 2019 - February 2022

- Chief Technical Advisor for the political science academic journal at UC Santa Cruz
- Led the design and production of a cohesive political science journal, establishing a consistent visual identity
- Created logos and style guides to enhance brand recognition across journal issues

## **Skyline College**

*Graphic Designer* | August 2016 - March 2020

- Designed print and digital marketing materials, contributing to successful promotional campaigns for the college
- Produced and edited videos for the Promise Scholars Program, resulting in two marketing awards

## **EDUCATION**

**University of California, Santa Cruz** - *B.A. Film & Digital Media - Production Concentration* | March 2020

**University of California, Los Angeles - School of Film & Television** - *Television Writing* | September 2019

**University of California, Los Angeles - Anderson School of Management** - *Management of Enterprise in Media, Entertainment, and Sports* | July 2019

## **ADDITIONAL EXPERIENCE**

*Freelance Videography* | October 2017 - Present

- Director, producer, editor, VXF, and camera op in video production work for a large variety of clients
- Previous clients include: CNN, National Geographic, Break Thru Films, Argus HD, and musical artists
- Created content across fitness, gaming, education, events, and advertising