

# Jake Rome

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## EDUCATION

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**University of Wisconsin-Madison, College of Letters and Science**

*B.A. - Journalism*

*Major in Journalism (Reporting)*

*Major in Communication Arts (Radio-TV-Film)*

*Certificate of Digital Cinema Production*

**Madison, WI**

September 2019 - May 2023

## RELEVANT SKILLS

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Experience in Television/Digital Series Writing-Producing-Directing-Editing, Adobe Suite, ProTools, Investigative Reporting, AP Reporting, Digital Content Distribution, Graphic Design, Social Media Management, Public Relations, Copywriting, Screenwriting, Customer Service and Service

## WORK EXPERIENCE

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### **Discover Mediaworks**

*Junior Producer*

**Madison, WI**

May 2023 - Present

- Writes, produces, directs and edits Discover Wisconsin and Uniquely Wisconsin episodes/digital shorts
- Co-hosts, co-produces, audio engineers, co-edits and directs technology for The Cabin Podcast episodes
- Edits and uploads The Cabin Podcast reels to Instagram, Tiktok and Youtube
- Writes, produces, directs and edits corporate shorts, ads and reels
- Coordinates production logistics, creative direction and revisions directly with clients
- Manages various tasks, budgets and projects simultaneously under tight deadlines

### **Curb Magazine, School of Journalism and Mass Communication**

*Public Relations Director*

**Madison, WI**

September 2022 - May 2023

- Coordinated fundraising events, corporate benefit sales, crowdsourced donations and advertisement sales to meet our goal of \$13,000 to fund the publishing and distribution of Curb: Pulse; the most raised in Curb history, to that point
- Created a social media calendar, managed Curb's social media accounts and analyzed social engagement
- Authored a long-form feature article (*The King of Vintage*) for the print edition of Curb: Pulse, produced and edited the Curb Conversations podcast for Spotify, produced multimedia and stand-alone audio stories for Curb online <https://shorturl.at/mAEIM>
- Booked venues and secured sponsors for Curb staff events such as the Curb launch party and the final Curb proof day before publication

### **SenecaGlobal, IT Services**

*Digital Media Intern*

**Oak Brook, IL**

October 2021 - February 2022

- Optimized digital text, graphics and multimedia assets for SEO
- Authored blog posts, infographics and listicles for the company website
- Assisted in the creation of social media posts, a social media calendar and brandkit guidelines for social uploads
- Produced, directed and edited SenecaGlobal's Technology News Now video series
- Assisted in coordinating SenecaGlobal's 2022 North American retreat

### **Del Mar Thoroughbred Club**

*Marketing Intern*

**Del Mar, CA**

July 2021 - August 2021

- Authored an [article](#) for DMTC's blog
- Participated in marketing and sponsor outreach meetings, shadowed TVG's director in the simulcast control room
- Wrote, recorded and uploaded reels of races and events for DMTC's social media accounts
- Served in customer service operations including VIP guest escort/guide, information booth attendant, Turf Club Restaurant host and assistant in assembling special benefits for sponsors/race winners

### **The Topsy Cow**

*Server*

**Madison, WI**

May 2022 - August 2022

- Strengthened my customer service skills in a busy downtown location; worked efficiently in a stressful, fast paced environment with customer satisfaction as a top priority

## PROJECTS AND INTERESTS

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### **Independent/Freelance Creator**

May 2023 - Present

- Creates mini-documentaries, shorts, video essays, captions, blog posts, opinion articles, skits and screenplays

### **Adult League Baseball Player**

March 2024 - Present

- First-year outfielder for the Madison Muskies; I'm passionate about the game and giving back to the community