

STEPHEN JANES

MARKETING | EVENT PRODUCTION | DIGITAL MEDIA

CONTACT

-  310-227-5425
-  stephenkjan@gmail.com
-  stephenkjan.com

I am an experienced Event Coordinator and Marketing Director with a background in public relations and audio recording, as well as advanced knowledge in cinematography, video editing, web design and graphic design.

My strategy with events is to never settle for adequacy and to accept constructive criticism as much as I welcome compliments. With any event, there is always room for improvement, and I find that the attendees have the most unbiased suggestions on how a situation can be improved. I have experience producing events ranging from casual mixers, entertainment panels, large scale concerts and campus wide conferences.

When it comes to marketing, the challenge is always finding new and creative ways to tell a story. It's important to know who your audience is and what they are interested in. No event can be successful without the proper marketing tools to make your customers interested to begin with.

In any workplace, I strive to go beyond the job description to be the most valuable and effective employee while paying this knowledge forward by tutoring anyone who may deem the information valuable. Having spent most of my career at a college university, I have nearly 15 years of experience teaching students of various levels.

I would like the opportunity to meet with you to discuss employment opportunities you have available. Please let me know if you have any questions. If you would like to see a portfolio of my work, please visit my website at stephenkjan.com.

Thank you for your consideration,

Stephen Janes

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EDUCATION

B.A. Public Relations

CSU Dominguez Hills
Carson, Calif. | 2010

B.A. Audio Recording

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Carson, Calif. | 2010

SKILLS

- Event Production
- Event Marketing
- Social Media Marketing
- Analytics Research
- Video Editing
- Cinematography
- Live Audio Production
- Photography
- Web Design
- Basic Graphic Design

SOFTWARE

Premiere, Audition, After Effects,
Photoshop, Google Apps,
Hootsuite, Microsoft Office,
WordPress, Logic Pro

PROFILE

Looking to progress in either the marketing or event production fields in an open and creative atmosphere. My personal goal is to become a valuable asset in any work environment and gain knowledge from colleagues and higher ups in all applicable fields, while helping with the development of those that may report to me.

EXPERIENCE

PROGRAM COORDINATOR AND MARKETING DIRECTOR

ASSOCIATED STUDENTS, INC. | CARSON, CALIF. | 2017 - PRESENT

In charge of producing and executing all events for 501(c)(3) non-profit organization, while also creating effective marketing strategies to help raise awareness about student advocacy and services. Oversaw all social media strategies and executions, and completely designed the organizations website for modern use.

- Executed first “Spring Fling” concert event and negotiated contract with artists management; attended by 2,000 students and featured a special budget of nearly \$130,000
- Oversaw an event and marketing staff with a budget of over \$130,000, putting on between 40 to 60 events per academic year
- Refreshed Elections strategies to increase voter turnout rate from under eight-percent to 10.5% in 2019 and 12.5% in 2020
- Hosted the Cal State Student Association conference attended by student representatives from all 23 Cal State Universities, with total attendance being over 300 in one weekend
- Began live streaming events that included student forums, elections panels and question and answer sessions in order to reach a wider audience through social media
- Invented a Program Agreement process to help non-programming students plan and execute their events, complete with guidelines, checklists and processes

REFERENCES

Tyler Leisher

Director / Writer / Producer
Exit 44 Entertainment
310-256-8656
tleisher@gmail.com

Pamela Piñon

Social Media and Marketing Asst.
Associated Students, Inc.
714-325-9799
pamaraceli@gmail.com

Chris Ley

Production Coordinator
Beverly Hills Television
310-850-2065
ley23@hotmail.com

Jeffrey Cabanez

Academic Advisor
Encounter To Excellence
909-754-0489
jeffreycabanez@gmail.com

Michael Barakat

Graphic Designer
Associated Students, Inc.
310-801-4008
beardigitalimages@gmail.com

Guy Witherspoon

Building Manager
CSU Dominguez Hills Library
310-980-0126
guyspoon@gmail.com

RADIO STATION MANAGER

KDHR | CARSON, CALIF. | 2005 - 2017

Oversaw the day-to-day operations of the campus Internet radio station and manage any music requests for live events. In charge of training student staff, establishing interns in their daily roles while also educating them on radio and audio production, lobbied for new studio location and setup broadcast operations as well as voice over production.

- Created internship program which became recognized by campus Communications department and trained students in audio edition, event production, marketing and studio maintenance; have graduated over 70 students since program started
- Studied trends and became one of the first college radio stations to have all shows archived as a podcast, have since established channels such as iTunes, Stitcher, Google Play and Spotify
- Lobbied for new studio location in the Student Union, where station would be at the center of student life and setup all broadcast equipment
- Authored and received three technology grants in 2007, 20012 and 2017 to finance new equipment and software
- Helped establish radio station as a service for student organizations and on-campus departments; created event request process for entities to hire student DJs and emcees for special programs

SENIOR VIDEO TECHNICIAN, LEVEL II

EL SEGUNDO TELEVISION | EL SEGUNDO, CALIF. | 2007 - 2017

In charge of studio and equipment maintenance, lead director on all multicam operations and projects, camera operator and editor for news program. Directed live-to-tape programs such as sporting events, graduations and council meetings, camera operator for news packages and stand alone programs and served as audio engineer for music based programs.

- Overhauled call sheet to better assist Program Specialist in planning and scheduling shoots
- Created YouTube channel and subsequent playlists to archive all programs and helped establish SEO
- Created workflow procedures for many in-studio operations to optimize efficiency with newer and less experienced staff such as digitizing footage, accessing b-roll footage, and setting up editing stations
- Created and built recording booth for voice over projects
- Served as director, editor, camera operator and sound engineer for award winning programs such as Music Box, Your City, Your News, What's Up El Segundo and more