

# STEPHEN JANES

DIGITAL MEDIA PRODUCTION | MARKETING | EVENT PRODUCTION

## CONTACT

 310-227-5425

 stephenkjanes@gmail.com

 stephenkjanes.com

I am looking to progress in the marketing field in an open and creative atmosphere by using my previous experiences in video production, audio production, and social media marketing. My personal goal is to become a Community Manager for an organization and 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.

In my current role as Production Specialist for Bandai Namco Toys & Collectibles America, I manage our organizations main social media channels of @BandaiCollect on Instagram, Facebook, Twitter, and YouTube which have a combined total of 150,000 followers and subscribers. In addition, I create all of the video content seen across these channels using my experience as a camera operator, video editor, motion graphic designer, and host to inform our community of new products and upcoming releases.

I have experience building communities from the ground up as well as managing already established ones. From 2012 to 2018, I created and managed a podcast brand that had over 4,000 followers on social media and an average of 500 downloads per episode. This brand was entirely conceived on the realization that there were not many “fan-operated” podcasts in the professional hockey community.

Please refer to the below resume for previous job experiences and references. I look forward to meeting the hiring team in person or virtually to discuss my experiences in greater detail. If you have any questions in the meantime, my contact information is located in the left margin of this letter.

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**

CSU Dominguez Hills  
Carson, Calif. | 2010

## SKILLS

- Video Editing
- Social Media Marketing
- Event Production
- Analytics Research
- Hosting / On-Screen Talent
- Cinematography
- Live Audio Production
- Podcast Production & Publishing
- Livestream Production
- Photography
- Web Design
- Graphic Design

## SOFTWARE

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

## PROFILE

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## EXPERIENCE

### **PRODUCTION SPECIALIST**

BANDAI NAMCO TOYS & COLLECTIBLES AMERICA | IRVINE, CALIF. | 2021 - PRESENT  
Formerly Bandai Collectibles (dba Bluefin Brands); Hired to create video production department for toy and collectible distributors. Currently manage a YouTube channel with over 50,000 subscribers. Served as camera operator, editor, and on-screen host for product overview segments as well as directing live stream productions. Also manage @BandaiCollect social media channels (formerly @BluefinBrands).

- Use main social media channels (@BandaiCollect) to inform followers of new product reveals, first look at newly announced exclusives, and engage with community members
- Produced video segments to introduce audience to new and upcoming products both behind the camera and in front of the camera
- Used paid and organic growth methods to increase YouTube subscriber count of Bluefin Brands channel from 1,500 to 9,500 in under a year
- Created graphical assets for video intros, lower thirds, YouTube end screens, and more while complying with company logo style guide
- Attended conventions to produce highlight segments of booths and showcase exclusive products for social media channels

### **PROGRAM COORDINATOR AND MARKETING DIRECTOR**

ASSOCIATED STUDENTS, INC. | CARSON, CALIF. | 2017 -2021

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 organization's website for modern use.

## REFERENCES

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### **Michellena Lakey**

Associate Director  
Associated Students, Inc. CSUDH  
323-793-3673  
mlakey@csudh.edu

### **Tyler Leisher**

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

### **Pamela Piñon**

Media Strategist  
Liquid+Arcade  
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  
Malka Media  
310-801-4008  
beardigitalimages@gmail.com

### **Guy Witherspoon**

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

- Oversee event and marketing staff with a budget of over \$130,000, while planning, staging, and executing over 60 events per academic year
- Negotiate contracts with artists management for all live shows including the inaugural “Spring Fling” concert attended by over 2,000 students and featured a special budget of nearly \$130,000
- Designated to refresh student Elections strategies to increase voter turnout rate; results increased from under 8% to 10.5% in 2019 and 12.5% in 2020
- Host 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
- Launched and produce live stream events that included student forums, elections panels, and Q&A sessions in order to reach a wider audience through social media
- Created and launched a Program Agreement process to help non-programming students plan and execute their events, complete with guidelines, checklists and processes

## 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 programs. 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