

Jake Hocker

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Education

California State University Chico State

BA: Media Arts Design and Technology

Major: Mass Communication

Minor: Instructional Design
Certification in Website Design

Skills

Website Design
Website Development
Graphic Design
Video Production
Client Communications
Management

Software

Adobe Suite
Elementor
Webflow
Wordpress
HTML/CSS
Microsoft Office
CRM Programs
Social Media Platforms

Extra Activities

Sacramento Area Director

Moishe House
June 2019 – Present
Sacramento, CA

Graphic Designer

Chico Junior High School
August 2017 – October 2017
Chico, CA

Experience

Unearth Campaigns

Digital Producer

June 2020 – Jan 2023

Digital Coordinator

September 2019 – 2020

- Responsible for delivering effective, aesthetic, and on-brand creative for websites, web pages, email promotional creative, email templates, social media graphics, and banner ads.
- Design and development of new websites and making content updates to all client websites.
- Manage site hosting, domain management, site registration with search engines as well as associated process documentation and billing management.
- Production of video ads for campaigns, including but not limited to storyboarding, script-writing, filming, conducting interviews and video editing.
- Training and management of internal employees and handling client relations.

CSUC Research Foundation - WIC

Production Assistant

January 2018 - 2019

- Assisted production of a seven part video series for the Women, Infant, and Children Food and Nutrition Service.
- Located specific stock imagery relevant to the video script to be used in informational videos.
- Contacted foreign language talent to help identify potential voiceover casting for narration.
- Participated in production team meetings, conference calls, and email correspondence.

Sierra Nevada Brewing Co.

Videographer

January 2018 - May 2018

- Directed, co-wrote, and filmed promotional video for Sierra Nevada Brewing Co. at the company's main production site.
- Created a fully virtual reality video with narration, graphics, and transitions that takes users through a portion of the brewery.
- Pitched final product to Sierra Nevada Tours Team, adhering to client needs.

Chico State Hillel

Social Media Intern

January 2017 - 2018

- Managed all Hillel social media platforms including Facebook, Instagram, and Snapchat.
- Designed unique flyers and invitations for Hillel events to be used for Facebook events and Instagram posts to increase member engagement.
- Took photos of members at Hillel events to be posted amongst social media channels.
- Posted relevant information regarding upcoming Hillel events, members' birthdays, and Jewish holidays.