

Thomas (TJ) Werner

Houston, Texas | (281) 838-2274 | tiwerner7@gmail.com | [LinkedIn](#) | [Portfolio](#)

CORE COMPETENCIES

Production & Technology: After Effects (motion graphics, templates, transitions) | Illustrator (graphic design, thumbnails, print, packaging) | Photoshop (photo editing, compositing, digital assets) | Premiere Pro | Audition | Final Cut | Canva | HTML | JavaScript | Content Management Systems (WordPress, Wix, Squarespace) | Artificial Intelligence (Claude, ChatGPT, Sora, DeepL) | Prompt Engineering

Presentation & Storytelling: PowerPoint (executive decks, training presentations, slide design) | Visual Storytelling | Data Visualization | Brand Consistency | Knowledgebase Management

EXPERIENCE

Virtual Producer & Learning Technology Developer — *Service Corporation International* February 2025 — Present

- Design and produce motion graphics, branded templates, and visual assets using Adobe After Effects and Illustrator to support podcast series, virtual learning environments, and corporate communications.
- Build custom PowerPoint presentations and slide decks for executive reviews, training programs, and internal communications delivered to 25,000+ employees across funeral home and cemetery operations.
- Direct, produce, and edit multiple corporate podcast series ("The Leadership Mic," "OM Corner") from concept through final publication, managing all aspects of content creation and post-production.
- Develop custom web applications integrating with Adobe Connect using HTML, JavaScript, and Google Firebase APIs for real-time data synchronization, utilizing Node.js and Firebase CLI for cloud deployment.
- Create and maintain comprehensive best practices documentation for web application development within Adobe Connect.
- Manage 100+ live virtual events by providing technical support, coordinating session timing, deploying interactive activities, and resetting classrooms between sessions.

Sr. Content Producer (Video SME) — *Elemeno Health* June 2022 — November 2024

- Designed polished presentation decks and slide assets in PowerPoint to support client onboarding, product demonstrations, and executive sales reviews for hospital system partners.
- Created graphic assets, digital illustrations, and visual templates using Adobe Illustrator and Photoshop for product packaging, marketing collateral, and client-facing materials.
- Served as Video Subject Matter Expert (SME), developing company templates, troubleshooting guides, product demos, marketing videos, and onboarding content.
- Led projects for multiple hospital systems that enhanced onboarding and education experiences, generating \$1M+ in annual recurring revenue (ARR).
- Developed dynamic motion graphics templates in Adobe After Effects for title cards, bumper videos, and product disclaimers, ensuring polished and consistent visual presentation.
- Spearheaded integration of Adobe Premiere Pro and After Effects to improve production workflows and cloud storage, enabling scalability and efficiency.

Information Specialist V — *Texas Health & Human Services Commission* June 2022 — April 2023

- Designed and delivered executive-level PowerPoint presentations for monthly all-hands meetings with 600+ employees, translating complex policy content into clear, visual storytelling.
- Created branded graphic assets, agency logos, and social media templates using Adobe Illustrator and Photoshop, ensuring brand consistency across all internal and external communications.
- Produced and edited monthly video presentations, improving training engagement and reducing follow-up inquiries.
- Managed internal SharePoint sites, ensuring 9,000+ staff had access to accurate, timely resources that streamlined daily operations.

Digital Marketing Consultant — *BeSomeone* February 2022 — August 2022

- Diagnosed marketing performance issues through data analysis, identifying near-zero ROI campaigns and recommending termination of underperforming third-party teams.
- Collaborated with Product Manager to develop an intern-driven content creation program, producing organic social media content while providing students real-world marketing experience.
- Built a sophisticated Discord community platform with 12+ channels, automated moderation, anonymous reporting, and integrated AI tools to enhance user engagement.

Editorial Content Manager — *Beasley Media Group*

August 2021 — February 2022

- Designed motion graphics templates in Adobe After Effects for two weekly talk shows, establishing consistent visual branding across all broadcast content.
- Created graphic assets and visual branding elements using Adobe Illustrator and Photoshop for thumbnail creation, social media assets, and on-air graphics.
- Led a team of writers to produce daily gaming content, maintaining quality standards and website management.
- Produced and edited five weekly radio segments using Adobe Audition.

Studio Manager — *J.W. Entertainment (Joshua Weissman)*

July 2020 — July 2021

- Created YouTube video thumbnails and digital graphics using Adobe Photoshop and Illustrator, driving click-through rates for a channel that amassed 250M+ YouTube views and 150M+ TikTok views.
- Edited high-impact cooking videos using Adobe Premiere Pro and CapCut; credited for supplementary photography on the New York Times bestselling cookbook.
- Managed a multi-camera studio setup, maintaining quality standards in lighting, audio, and set design.
- Organized production schedules and managed editorial and sponsored content calendars.

EDUCATION

Master of Business Administration, Entrepreneurship*Rice University, Jones Graduate School of Business — Houston, TX*

Expected May 2028

Bachelor of Science in Electronic Media, Media Studies Minor*Texas State University — San Marcos, TX*

December 2020

GPA: 3.5/4.0 | Cum Laude | Dean's List (2x)