

TJ Werner

Providence, RI

(281) 838-2274 | tjwerner7@gmail.com | [LinkedIn](#) | [Portfolio Website](#)

Work Experience

Content Manager | Texas Health & Human Services, Houston, TX June 2022 – Present

- Write, produce, and edit video content surrounding updates in IT and the HHSC.
- Conceptualize, build, and manage SharePoint & WordPress websites for IT.
- Create and facilitate presentations and communication plans for the Identity and Access Management (IAM) team.
- Conceptualize and create agency graphics & logos.
- Coordinate and schedule monthly Microsoft product training for all of HHSC and DSHS.

Content Producer | Elemeno Health, Remote June 2022 – Present

- Build out instructional medical content using HTML and JSON to cut down on medical errors.
- Collaborate cross-functionally with clinicians and product managers to ensure highest build quality possible.
- Edit photos, videos, and out-of-date builds to ensure clarity, accuracy, and relevance.
- Use internal LMS and PM software to house and organize content for 15+ unique clients.

CX Consultant | Life360, Remote Feb 2022 – June 2022

- Managed over 2000 support tickets in a professional and timely manner via phone and email including troubleshooting, device recovery, engineering escalations, and billing.
- Collect sensitive, technical information to recover lost devices, people, pets, and personal items.
- Escalate support tickets requiring further investigation and/or approval to management.
- Assist in the QA process of new releases of the hardware and/or software.

Digital Content Manager | Beasley Media Group, The Woodlands, TX Oct 2021 – Feb 2022

- Management, oversight, and reviewer of a team of writers and content creators for CPXP and CPOC.
- Ensure daily publishing of relevant gaming and esports content and website management.
- Spearheaded modernization of UX and UI of CPXP and CPOC websites through improved responsiveness, design, and backend management.

Digital Marketing Consultant | Buddyz Wholesale, Oklahoma City, OK July 2021 – Oct 2021

- Developed efficient content creation process covering graphic design for logos and packaging, video production & editing, and photography for inventory, and marketing.
- Built an online store using Shopify and SEO tools while writing over 30,000 words of optimized copy for product & brand descriptions that cover over 500 pieces of inventory and counting.
- Managed branded social media accounts across multiple platforms and organically engaged in targeted B2B interactions that led to a 150% growth in followers, 375% more engagement on posts, and reached 11,400% more accounts within two months of hire.

Digital Studio Manager | JW Entertainment/ Joshua Weissman, Houston, TX July 2020 – July 2021

- Leveraged multiple sources of media to edit cooking videos using Premiere Pro & After Effects to generate 125,000,000+ views on YouTube, and 95,000,000+ views on TikTok.
- Managed a three-camera studio while ensuring proper lighting, audio fidelity, and consistent set design.
- Organized and maintained production schedule, editorial calendar, and sponsored content schedule.
- Hired and trained new employees on filming, editing, and best production practices.

Education

Texas State University San Marcos, TX

Bachelor of Science in Electronic Media, **Cumulative GPA 3.47/4.00** | **Honors:** Cum Laude, 2x Deans List

Skills: HTML, JSON, CSS, LMS/CMS/MAM, Adobe Creative Suite, Video Editing, WordPress, AP Style, Graphic Design