

# Thomas (TJ) Werner

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## Experience

### Virtual Producer

Service Corporation International — (Full-Time)

February 2025 — Present

- Direct, produce, and edit multiple corporate podcast series from initial concept through final publication, managing all aspects of content creation and post-production.
- Develop custom web applications that integrate with Adobe Connect using HTML, JavaScript, AI technologies, and Google Firebase APIs for real-time data synchronization between meeting participants, utilizing Node.js and Firebase CLI for cloud function deployment and database management.
- Create and maintain comprehensive best practices documentation for web application development and integration within virtual learning environments.
- Manage 50+ 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 — Remote (Full-Time)

June 2022 — November 2024

- Served as Video Subject Matter Expert (SME), developing company templates, best practice documentation, troubleshooting guides, product demonstrations, marketing videos, and employee/client onboarding videos.
- Led projects for multiple hospital systems, enhancing onboarding and education experiences for personnel and 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 consistent and polished visual presentation.
- Spearheaded the 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 — Hybrid (Full-Time)

June 2022 — April 2023

- Directed, produced, and edited monthly video presentations for 600+ employees, delivering clear messaging that improved training engagement and reduced follow-up inquiries.
- Managed internal SharePoint sites, ensuring 9,000+ staff had access to accurate, timely resources that streamlined daily operations.
- Developed and distributed training content for IAM modernization, supporting the seamless transition of 9,000+ employees to new systems with minimal disruption.
- Designed agency graphics, logos, and reusable social media templates, enhancing brand consistency.

### Customer Experience Consultant

Life360 — Remote (Contract)

February 2022 — June 2022

- Managed 2,000+ support tickets through troubleshooting, engineering escalations, and customer service for device recovery and billing.
- Gather technical details to recover lost devices, escalating as necessary for further investigation and management approval.
- Produce and remotely present product demonstration videos for customers in need of extra assistance.

## Digital Marketing Consultant

BeSomeone — Houston, TX (Contract)

February 2022 — August 2022

- Diagnosed marketing performance issues through data analysis, identifying near-zero ROI campaigns and recommending termination of underperforming third-party team.
- 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.
- Recruited and trained replacement consultant, ensuring seamless transition and continuity of marketing operations upon departure.

## Editorial Content Manager

Beasley Media Group — The Woodlands, TX (Full-Time)

August 2021 — February 2022

- Led a team of writers to produce daily gaming content, maintaining quality standards and website management.
- Managed and published content on CheckpointXP, a WordPress website utilizing Elementor as the primary page builder, ensuring design consistency, engaging user experience, and timely updates.
- Produced and edited five weekly radio segments using Adobe Audition.
- Designed motion graphics templates in Adobe After Effects to enhance the visual branding of two weekly talk shows.

## Studio Manager

J.W. Entertainment (Joshua Weissman) — Houston, TX (Full-Time)

July 2020 — July 2021

- Edited high-impact cooking videos that amassed 250M+ YouTube views and 150M+ TikTok views using Adobe Premiere Pro and CapCut.
- 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.

## Videographer

Grade A Media — Houston, TX (Full-Time)

August 2018 — August 2019

- Coordinated full video production workflow including scheduling shoots, booking vendors, and securing locations and props for music videos and commercial projects.
- Operated professional camera equipment and electronic gimbals while managing lighting setups to capture high-quality footage for diverse clients.
- Managed end-to-end production for music videos, commercials, and social media advertisements serving both entertainment and business sectors.

## Education

### Master of Business Administration, Entrepreneurship/Entrepreneurial Studies

Rice University, Jones Graduate School of Business — Houston, TX

Expected Graduation: May 2028

### Bachelor of Science in Electronic Media, Media Studies Minor

Texas State University — San Marcos, TX

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