

Jacob Stanley Butler

Litchfield, NH | 603-552-7292

jacobstanleybutler2000@gmail.com | [linkedin.com/in/jacob-stanley-butler](https://www.linkedin.com/in/jacob-stanley-butler)

Digital Media Specialist | Driving Engagement Through Creative Digital Media Solutions

Digital Media Specialist skilled in crafting compelling stories that captivate and engage audiences. Experience designing over 200 pieces of digital content monthly, including TV commercials, paid social media campaigns, and theatrical backdrops. Excels at optimizing marketing strategies with data analytics and SEO, creating content that aligns with audience needs and organizational goals. Demonstrates technical expertise in Adobe Creative Suite, video production, and cross-functional collaboration, delivering a creative, strategic, and results-driven approach to every digital media project, ensuring maximum return on financial investment.

Core Qualifications

Multimedia Content Creation	Search Engine Optimization	Social Media Management
Data Analysis & Analytics	Integrated Marketing & Message	Video Production & Editing
Studio Setup & Live Production	Marketing Project Management	Multi-Sector B2B Marketing
Adobe Creative Suite	Teamwork & Collaboration	Communication Skills

Professional Experience

The Palace Theatres, Manchester, NH

Video Production Designer / Graphic Design Assistant

May 2021 – Present

Design, produce, and manage multimedia digital content for historic regional performing arts venues.

- Spearheaded installation and programming of a 20-screen digital signage network, replacing costly printed posters with dynamic, custom-animated graphics. Reduced design and delivery time by 50% while enhancing visual appeal and increasing foot traffic to the venue.
- Managed team of multimedia designers in executing integrated marketing and consistent brand messaging across all platforms. Assigned daily multi-channel projects, both internal and external marketing, yielding a 200% increase in weekly project delivery and effectiveness per campaign.
- Implemented data-driven social media platform strategies, increasing Instagram followers 133% from 3,500 to over 8,000. Boosted engagement by prioritizing professional photography and behind-the-scenes videos, driving top-performing content weekly.
- Identified KPIs across multiple social media platforms. This included YouTube, featuring a 6-week ad campaign for theatrical production Jersey Boys, which as a promotion achieved 160,000 impressions and a 64% conversion rate to website visits.
- Engaged with partners, sponsors, and stakeholders to ensure the proper curation of digital assets. This involved managing content schedules of advertisements, proofing for effective sizing and duration, as well as presenting content proposals.

Capitol Center for the Arts/JJR Productions, Concord, NH

Video Technician

Dec 2021 – Present

Design visual elements and operate cameras to produce live and recorded high-profile event content.

- Transformed static caricature poster into animated visuals using Adobe Photoshop and Premiere Pro. Enhanced event branding with animations for stage projections and social media platforms.
- Streamlined projector content management using QLab, organizing visuals for continuous alignment with stage announcements. Reduced pre-show and live-show prep time by 50% through improved navigation and content accessibility.
- Filmed behind-the-scenes and first-person event footage using Sony and Canon cameras, capturing 45+ minutes of unique content. Created 5+ short-form, interview-style social media marketing clips.
- Operated a video switcher for a 12-camera setup, managing seamless live feed transitions during performance. Coordinated with the video team to execute visuals and maximize camera utilization.
- Designed 25+ original visuals for side-stage projectors, establishing a branding framework based on the production logo. Enhanced viewer experience creating design foundation for future productions.

JSB Designs & Productions, Litchfield, NH

Freelance Video & Graphic Designer

Sep 2021 – Present

Create custom video and graphic content, motion graphics, and client-focused marketing deliverables.

- Revamped a 1-minute performance reel by editing 80+ minutes of footage and creating a fully animated logo design. Delivered visually engaging videos featured on client’s social media platforms.
- Enhanced 30-second video ad, animating logo design in Adobe After Effects and creating custom motion graphics. Featured on client’s social media platforms and OTT streaming channels.
- Designed a nonprofit logo, leveraging 2D smart cut designs for a physical mockup with Cricut Explore 3, vectorized SVG files with Adobe Illustrator, and a final product with Cricut Design Space.

Education

Bachelor of Science | Business Administration | Southern New Hampshire University | May 2021

Concentration in Organizational Leadership

Additional Skills & Experience

Personal Portfolio and Website (featuring 50+ projects): jacobstanleybutler.journoportfolio.com

Technical: Adobe Premiere Pro; Adobe After Effects; Adobe Audition; Adobe Photoshop; QLab