



JACQUE FLANAGAN

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PROFESSIONAL EXPERIENCE

FREELANCE MEDIA PRODUCER – Remote/Various locations

Production Coordinator, May 2018 – Present

- Managed travel and expense reports for on-site film locations or 360 virtual tour capture
- Spearheaded DVD, streaming release and festival roll out film distribution and social media marketing campaigns
- Aided in securing \$30,000 in production and distribution grant funds
- Captured commercial videography and created digital and print graphic designs

UNIVERSITY OF MISSOURI-ST. LOUIS – St. Louis, MO

Media and Communications Coordinator, July 2019 – August 2021

- Directed administrative functions of the program area including maintenance of the website, coordination of communication for students, and financial processes for media production activities and services for the Office of New Student Programs and Office of Admissions
- Conceptualized and made mocks, concepts, and layouts; shot, edited and produced short videos with short timelines related to matriculation, recruitment, and yielding over 150,000 prospective/inquiries and 20,000 new students
- Gained experience using customer-relationship management system (Slate CRM) to support and report analytics of ongoing recruitment efforts of undergraduate students through marketing, communication plans, online communities, social media and telecounseling as it aligned with the wider recruitment efforts of the university

MULESKINNER + DigitalBURG – Warrensburg, Mo

Managing Editor, April 2017 – May 2018

- Oversaw all print and digital correspondence, story drafts, and emails; prepared 2 reports weekly for audience reach and UTM tracking site data
- Drove multiple teams including 5-8 editors and their reporters to properly budget long-term and short-term content for online and print publications concurrently

News Editor, Jan – April 2017

- Arranged interviews, recorded, transcribed and wrote multiple stories for a bi-weekly broadsheet with a focus on event coverage, public safety, breaking news and in-depth investigative reporting
- Recruited and mentored 15-25 reporters, organized their deadlines and edited/copyedited all written material

Design Editor, Dec 2014 – April 2017

- Created graphics, layouts and assembled copy and media for broadsheet and tabloid print publications, along with website stories, assets and advertisements
- Stayed current with up-to-date design and layout trends and trained other editors to collaboratively compile 6, 16, and 20-page papers

KC [KANSAS CITY] GOLDEN GLOVES – Kansas City, MO

Communications Coordinator-Board of Directors, Dec 2016 – May 2018

- Produced multimedia promotional materials for annual championship events, including flyers and event motion graphics to expand brand and event awareness, increasing year-to-date ticket sales by 20%
- Redesigned and maintained website, responsible for creating and archiving promotional assets and files

EDUCATION & SKILLS

UNIVERSITY OF CENTRAL MISSOURI – Warrensburg, MO

Master of Arts–Mass Communication, Dec 2018

Bachelor of Science–Digital Media Production /

Minor in Graphic Technologies, May 2017

UNIVERSITY OF LIMERICK – Limerick, IRELAND

Intl. Film History–Irish Film Studies, May–June 2016

- Versed in Adobe Creative Cloud, with a focus on Illustrator, InDesign, Premiere Pro, After Effects and Photoshop
- CRM system experience, Google Analytics reporting and HTML & CSS foundational website development
- Exemplary written and verbal communication skills, copyediting
- Capable of producing high-quality graphic design, videography shots and edited materials

REFERENCES

Matt Bird-Meyer

Monroe County Community College

Former Faculty Adviser / Mentor

bird-meyer@monroeccc.edu / 660-238-5591

Alicia Taylor

Southern Illinois University–Edwardsville

Former Supervisor

alitayl@siue.edu / 618-615-1514

Sam Freedman

Sam Keoki Photo– West Palm Beach, FL

Freelance Photographer & Business Partner

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Steven Spears

T-Mobile

Communications Manager/Former Colleague

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Anike Tourse

Founder of Mixed Operations – Los. Angeles, CA

Past Client

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