

JASON SCHOELLEN

Website/Digital Media and Video Production Professional

Digital media professional with 10 years of WordPress website management experience and 25+ years of CMS experience. I have 25+ years of video editing experience including 8+ years of producing shows for popular brand websites for Turner Broadcasting. Led multiple website and app redesigns from visual design to UX. Expertise in SEO and AIO, Google Analytics, Google Tag Manager, Hubspot and other CRMs, Final Cut Pro, Adobe Premiere, and Adobe Photoshop.

Work History

2013-10 -
Current

Senior Digital Operations Manager

UP Entertainment, ATLANTA, GA

- Produced and maintained UPTv's **WordPress** websites and other digital platforms
- Managed aspireTV's first app and 2023 site redesign. The site shattered company speed records.
- **Built multiple sites** and managed multiple redesigns
- **Led UPTv's first major app build** from concept to design to UX to development to deployment
- **Crafted and delivered all e-mail newsletters** via MailChimp, IBM Marketing Cloud, and Hubspot CRM
- Delivered **100%+ video view growth** in each of my first three full years
- In a single month in 2013, I tallied **50% more unique users** than 2011 and 2012 combined
- In less than two years, **doubled pages per session** and time on site while halving bounce rate
- **Led SEO efforts** for multiple sites and have received multiple SEO certifications
- Created and curated popular uplifting video blogs which generated **millions of pageviews**
- Grew UPTv's YouTube channel from 75K views (2013) to **120MM+ views** and 215,000 subscribers
- Created / processed site images in Photoshop and edited videos with Adobe Premiere
- Conceptualized multiple popular "webisode" series

Contact

Website

jasonschoellen.com

Phone

(678) 516-5444

E-mail

jason@jasonschoellen.com

LinkedIn

linkedin.com/in/jasonschoellen

Skills

Adobe Photoshop



Adobe Premiere



CMS



Content



E-mail/CRM



Final Cut Pro



HTML



2004-08 -
2012-12

Multimedia Producer

Turner Sports, Atlanta, GA

- Conceptualized and executed production of live and live-to-tape studio shows
- Posted shows, highlights, features, and live streams to the website
- Generated millions of dollars with my production of popular video franchises
- Designed and implemented a studio production of an hour-long QVC-style show
- As a direct result, the sales team surpassed their revenue goals for that promotion by 20-plus percent
- Edited shows, features and highlights on Final Cut
- Encoded via CMS and posted to NASCAR.COM and syndication partners such as YAHOO.COM, MLB.COM and NBA.COM
- Directed the control room and studio crews in the execution of live or live-to-tape shows
- Shot interviews and features for NASCAR.COM and other digital sports properties
- Produced live media center coverage and daily video reports from major events such as the Ryder Cup in Dublin, Ireland, The PGA Championship and Preseason Daytona Testing

2000-06 -
2004-08

Associate Producer

SI.COM / Sports Illustrated, Atlanta, Georgia

- Produced / edited content and posted to the site
- Updated the site via in-house CMS and/or HTML
- Edited videos using digital editing platforms
- Led field producing efforts and interviewed professional coaches and athletes

Education

1994-09 -
1999-05

**Bachelor of Arts: Journalism & Mass Communication -
Electronic Media**

Iowa State University - Ames, IA

Producing



Television



Video



Websites



WordPress



Google Analytics



SEO

