

JENNIFER ROASA

PRODUCER | EDITOR | DIRECTOR

ABOUT ME

“ I’m a sucker for a good story. I whole heartedly believe that the best creative comes from collaboration and sometimes, a bit of magic.

WORK EXPERIENCE

Lead Producer

Academy Sports and Outdoors / June 2019 - August 2020

- Managed marketing department’s producer and video team and provided creative mentorship to growing content team.
- Freed up over \$100k of creative budget by spearheading efforts to align creative with business strategy while elevating visuals and content.
- As the in-house production liaison to ad agency partner, supported major holiday broadcast spots. Saved company over 15% on production cost.
- Condensed timelines and increased efficiencies by presenting cross-functional partners solutions to simplify process.
- Recognized and awarded by VP of Brand as team MVP.

Senior Producer, Director, Editor

Love Advertising / July 2009 - June 2019

- Lead broadcast team for top Advertising Agency in Houston, TX.
- On average per year, produced, directed, edited: 200 TV spots, 30 radio spots, 10 content videos and 2 long format videos. Projects required casting, production, editing, motion graphics, VFX, animation, VO, track selection, sound design and delivery for multiple mediums.
- Presented leadership solutions to challenging budgets and timelines. Many of these projects eventually led to award-winning work.
- Creatively involved in development. Brainstormed with team, worked with writers on flow of scripts and collaborated with art directors on visuals. Pitched and presented video concepts and storylines to clients.
- Responsible for department and project profitability. Saved agency over \$150k annually through invaluable vendor relationships, innovation, broadening team’s skillsets and streamlining post-production workflows.

Brands: Honda, Joe’s Crab Shack, Papa John’s, Centerpoint Energy, Shell, Caterpillar, Boy Scouts of America, Barbara Bush Foundation, Home Service Plus, Service Master, Celltex, Texas Renaissance Festival, Gallery Furniture

Creative Assistant and Researcher

Twentieth Century Fox / August 2007 - July 2008

- Christina’s Court, Season 2 - Supported producers in developing stories.
- Judge Alex, Season 4 - Researched captivating court cases for show.

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📍 Greater Orlando Area, FL

🌐 jenniferroasa.com

AWARDS

1 National Addy
5 Gold Houston Addys
7 Silver Houston Addys

SKILLS / PROGRAMS

- Premiere
- Audition
- After Effects
- Photoshop
- Mac OS
- Microsoft Office
- Workfront
- eSilentPARTNER
- Comcast AdDelivery

EDUCATION

B.A.Communication -
Media Production
University of Houston
Magna Cum Laude

INTERESTS

Cooking, Outdoors,
Travel, Theater,
Dance, Board Games,
Marvel, Volunteering,
#FreeBritney