



# Jesse Rogala

## Senior Video Producer & Multimedia Content Creator

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**Experienced multimedia professional with over a decade of creating compelling narratives across diverse platforms. Skilled at orchestrating seamless productions, both remotely and on-location, that captivate audiences with emotional depth and stylistic flair. Adept at aligning creative vision with client objectives, consistently delivering high-impact content that resonates and engages.**

## Professional Experience

September 2023 - Present	<b>Multimedia Director</b>	<i>The San Francisco Standard, San Francisco, CA</i>
	<ul style="list-style-type: none"><li>• Lead creation and production of diverse video content, from daily short-form videos to long-form features</li><li>• Integrate multimedia experiences into website presentation, including custom illustrations, outshining competition in digital storytelling</li><li>• Manage both remote and in-person productions, coordinating talent, locations, and logistics</li><li>• Direct and coach on-camera talent, enhancing performance quality across various settings</li></ul>	
March 2021 - September 2023	<b>Senior Video Journalist</b>	<i>The San Francisco Standard, San Francisco, CA</i>
	<ul style="list-style-type: none"><li>• Implement innovative production techniques and technologies to maintain competitive edge</li><li>• Analyze performance metrics to optimize content strategy and audience engagement</li><li>• Joined as one of the first hires, helping establish the video department from the ground up</li><li>• Produced wide range of video content including news, features, and branded material</li><li>• Developed and implemented best practices for video production workflows</li><li>• Transformed complex narratives into visually engaging stories across multiple formats</li><li>• Mentored team members in various aspects of video production</li><li>• Contributed to content strategy, offering innovative ideas for integrated multimedia campaigns</li></ul>	
August 2018 - March 2021	<b>Field Video Producer</b>	<i>Fortune Magazine, Manhattan, NY</i>
	<ul style="list-style-type: none"><li>• Pitched, produced, and directed short-form documentary content for Fortune's feature Enterprise team</li><li>• Collaborated with top magazine writers and editors to create premium videos and episodic docu-series</li><li>• Oversaw teams of freelance editors and videographers on multiple simultaneous productions</li><li>• Managed logistics for domestic and international shoots, ensuring high-quality content delivery under tight deadlines</li></ul>	

September 2017 - August 2018	<b>Video Producer, Editor</b>	<i>Fortune Magazine, Manhattan, NY</i>
	<ul style="list-style-type: none"> <li>Produced and directed on-screen talent for current news coverage and longform investigative journalism</li> <li>Produced "On Leading with Susie Gharib", featuring interviews with top Fortune 500 CEOs</li> <li>Synthesized complex business topics into engaging, accessible video content and accompanying text</li> </ul>	
June 2014 - January 2015	<b>Editorial Producer</b>	<i>Audible, San Francisco, CA</i>
	<ul style="list-style-type: none"> <li>Developed, wrote, and produced original storytelling series for various platforms, including podcasts</li> <li>Crafted scripts and social media copy for national ad campaigns, focusing on comedic and engaging narratives</li> </ul>	

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## Education

June 2009 - July 2013	<b>Bachelors in Film</b>
	San Francisco State University, <i>San Francisco, CA</i>

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## Key Skills

- End-to-end video production: short-form, long-form, and live content
- Comprehensive producing skills: production management, creative vision, and logistics
- Hands-on directing: on-set cinematography and talent coaching
- Advanced video editing and post-production
- Content strategy development and audience engagement analysis
- Cross-platform content optimization and distribution

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## Certifications

June 2024	<b>FAA Part 107 Remote Pilot Certificate</b>
	Licensed to operate drones for videography and photography while abiding by operating requirements and safety procedures.

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## Awards and Recognition

### Fortune Magazine's "Most Memorable Interviews This Decade" (2019)

#### 2023 California Journalism Awards

*1st Place: Social Media Innovation Award, The San Francisco Standard*

*1st Place: Food Writing/Reporting, The San Francisco Standard*

#### San Francisco Press Club Awards

*2023: 1st Place, Television/Video: Videography, The San Francisco Standard*

*2022: 1st Place, Digital Media: Videography, The San Francisco Standard*

*2022: Overall Excellence: Digital Media, The San Francisco Standard*

#### 2022 Editor & Publisher Awards

*1st Place: Best News or Event Feature, The San Francisco Standard*