

# JOHN JENNINGS

CONTENT PRODUCER · VIDEO · DESIGN · SOCIAL

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## SUMMARY

One-person creative team with 20 years of professional production experience. First in-house video hire at a \$200M national brand, where over 15 years I delivered campaign, social, training, and executive content, with every piece cleared through the Creative Director, VP of Marketing, CEO, and President. Now run my own media brand, where I own every stage of the work: concept, script, shoot, design, edit, package, publish, and analyze. Builder of AI-assisted production pipelines that let a single operator deliver at team scale.

## CAPABILITIES

|                   |                                                                                                                                                                                    |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Production</b> | Directing · Cinematography · Lighting · Location & Studio Sound · Live Multi-Camera & Event · Interviewing                                                                         |
| <b>Post</b>       | Premiere Pro · After Effects · Audition · Motion Graphics & 2D Animation · Blender · Sound Design · Color                                                                          |
| <b>Design</b>     | Photoshop · Brand & Logo Design · Thumbnail & Packaging Design                                                                                                                     |
| <b>Social</b>     | Multi-Platform Publishing (IG, TikTok, YouTube, Facebook) · Short-Form Vertical · SEO & Titling · Retention & Analytics · Content Calendars                                        |
| <b>AI</b>         | Custom Premiere Pro integrations · Agent-driven workflow automation · Script-to-screen generation pipelines · Auto-captioning tooling · Claude, ChatGPT, Firefly, ElevenLabs, Suno |
| <b>Collab</b>     | Frame.io · Trello · OBS Studio · Remote review & approval workflows                                                                                                                |

## EXPERIENCE

### Founder & Creative Director | DoubleCritFail, LLC

Sept 2025 – Present

- Owns every stage of an independent tabletop-gaming media brand: concept, writing, cinematography, lighting, audio, editing, motion graphics, thumbnail and title design, SEO, publishing, and retention analysis.
- Grows the channel organically, now at 8,400+ subscribers and 1.25M+ lifetime views, generating roughly 40,000 hours of watch time.
- Packages titles and thumbnails that earn a 4.7% click-through rate across 12.7M impressions, with top-performing packages reaching 9.1%.
- Edits for retention: long-form videos sustain a 40% median average percentage viewed, with the top third of the catalog holding 48–57%.
- Produced the channel's breakout video — 528,000 views and 4,000+ subscribers from a single release.
- Designs and publishes original game supplements end to end — concept, writing, game design, and layout — distributed through DriveThruRPG and Patreon.
- Provides post-production services on a freelance basis for entertainment and creator brands, including WhatCulture Wrestling (2.13M subs), WhatCulture Horror (488K subs), and several emerging YouTube creators.
- Used expertise in Photoshop and After Effects to hand-animate illustration assets for dndShorts' Kickstarter campaign for *Heliana & Ryoko's Guide to Mythozoology*, which raised \$4.3M from 18,220 backers — brought on by the creator specifically for this capability after working on his "Power Word Meal" charity campaign, which funded 500,000+ meals in partnership with the UN World Food Programme.
- Builds custom production tooling: Premiere Pro integrations, agent-driven automation, script-to-screen generation pipelines, and auto-captioning utilities.

## **Video Editor, Marketing** | cabi clothing

Sept 2010 – Feb 2026

- Joined a \$200M women's fashion brand as its first internal video hire, with no in-house video function in place; over my tenure it developed into a four-person department — two managers routing demand, a second editor I trained up from intern, and myself — supported by a standing roster of outside freelance crew. Produced hundreds of videos over 15 years.
- Produced four content lines: marketing and product-launch campaigns; social content and short-form advertising; internal training and technology-rollout enablement; and executive recognition and culture video.
- Cleared every deliverable through the Creative Director, VP of Marketing, CEO, and President.
- Delivered against a two-season production calendar, carrying 3–4 concurrent projects at any given time with releases on a near-weekly cadence.
- Repurposed campaign footage into platform-native cuts for Instagram, TikTok, YouTube, and Facebook, including vertical reformatting and short-form ad edits.
- Served as on-site technical and creative video support for "cabi Fashion Week," a biannual multi-day conference for 2,000–3,000 attendees — behind-the-scenes capture, recognition films, and runway-show recuts — often under extremely tight overnight deadlines.
- Operated as a true one-person crew in early tenure — shooting, lighting, recording sound, and editing in-house — before shifting to a fully remote role while maintaining executive-level approval.
- Scoped, hired, and directed outside crew for camera, lighting, and sound — writing job postings, making hiring decisions, setting rates, and coordinating schedules.
- Trained an intern into the department's second full-time editor, and trained marketing team members on Premiere Pro, increasing the team's overall video output capacity.
- Cut external production spend by absorbing late-stage client revisions in-house rather than routing them back to freelancers as paid change orders, and by supplying outside vendors with pre-built graphic assets to reduce their iteration cycles.
- Built and maintained the video archive, keeping historical footage searchable and reusable across seasons.

## **Video Editor & Camera Operator** | Booeep

2008 – 2009

- Served as internal video editor for an online entertainment portal hosting official spaces for high-profile athletes, comedians, models, and musicians.
- Shot, edited, and published content directly with celebrity clients, conforming all assets to each brand's tone and visual identity.

## **Production Coordinator, Editor & Instructor** | Montecito Fine Arts

2006 – 2009

- Produced and edited "Designing Your Future," a locally broadcast television show — 46 weekly 28-minute episodes across three seasons.
- Ran end-to-end studio operations: crew coordination, live multi-camera switching, audio leveling, and network delivery.
- Designed and taught high-school video production curriculum covering cinematography, storyboarding, screenwriting, editing, and visual storytelling.

## **EDUCATION**

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**Brooks Institute of Photography**, Ventura, CA — BA, Film & Video Production, Magna Cum Laude (2006)