

# Jake Liotta

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## Work Experience

**Florida State University**                      **Tallahassee, FL**                      **January 2017 – August 2018**

Digital Media Producer – Seminole.com

- Film various sport events for all FSU NCAA Division I teams, including:
  - 2017 Women's Volleyball Championship– Lincoln, NE
  - 2018 Women's College World Series – Oklahoma City, OK
  - 2018 National Collegiate Beach Volleyball Championship – Gulf Shores, AL
  - 2018 Women's College Tennis Championship – Winston-Salem, NC
  - 2018 Atlantic Coast Conference Baseball Championship – Raleigh, NC
  - 2018 Atlantic Coast Conference Indoor Track & Field Championships – Clemson, SC
- Travel around the country to create highlight reels / hype videos / event recaps
- Edit video content using Adobe Premiere Pro
- Work with Marketing Department to develop creative content for official Florida State University social media platforms
- Manage distribution of digital files through various delivery methods, including NeuLion, Fetch, Dropbox and WeTransfer
- Work with Media Relations Dept. to organize and conduct on-camera interviews and press conferences with players, coaches & staff

**VISTA Worldlink**                      **Dania Beach, FL**                      **September 2018 – June 2019**

Production Assistant

- Produce live sports games for clients such as Major League Soccer, National Women's Soccer League, United Soccer League, CONCACAF, and the American Basketball Association
- Work with talent to create game-day formats and line produce the event
- Research and create graphics for live productions
- Operate Envivo and 3Play live replay systems
- Research footage from digital archives to cut and send to clients
- Host weekly conference calls between talent and coaches to discuss upcoming games

## Freelance Projects

**2015 College Football Playoff Semifinal at the Capital One Orange Bowl**                      **Miami Lakes, FL**

- Worked with Orange Bowl marketing team to create hype videos to be uploaded to Orange Bowl social media platforms, including Facebook, Twitter, Instagram, and YouTube
  - Video reached more than 38,000 people via social media, including over 19,000 views on the Orange Bowl Facebook page
- Also produced the official hype video for the 2016 Capital One Orange Bowl
- Both videos edited on Final Cut Pro 7 using footage digitally transferred from participating teams (Clemson University, University of Oklahoma, Michigan University and Florida State University)
- Videos available upon request

**Apalachicola River Project (2017)**                      **Apalachicola, FL**

- Worked in partnership with the Apalachicola Riverkeeper to bring renewed attention to one of the most threatened wild and scenic rivers in the U.S.
- Captured digital media content from various sites around the Apalachicola area
- Conducted and filmed interviews with local residents, marine biologists, and other community organizations
- 2 separate features: "Local Voices" and "The Gulf Fishery" – both available upon request
- Edited on Adobe Premiere Pro

**Catholic Health Services (2019)**                      **Lauderdale Lakes, FL**

- Documented Employee Appreciation Day at Marlins Park
- Captured photos and videos of pregame ceremony with staff
- Created recap video for employees as well as picture slideshow

## Skills

- Proficient with computers and desktop publishing tools, including Microsoft Office
- Digital media production skills, including operating a camera, management of digital content, video editing and ability to work in live broadcast environments
- Social media expertise with platforms such as Facebook, Twitter, Instagram, YouTube and Snapchat

## Education

**Florida State University, Class of 2017**

**Major:** Communication – Media Studies    **Minor:** Hospitality Management

**Clubs:** Marching Chiefs "Big 8" Drumline (2014-2016)

**Honors:** Florida Bright Futures Scholarship (2013 – 2017)