

RON JACOBSON

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**SOCIAL MEDIA & MEDIA STRATEGIST SPECIALIZING IN CIVIC ENGAGEMENT AND POLITICAL PROGRAMMING *
SKILLFUL PUBLIC SPEAKER * CONTENT CREATOR * ACCOMPLISHED VIDEO PRODUCER * EXTENSIVELY NETWORKED
WITH LARGE OUTREACH * SUPERB PRESENTATION SKILLS * PROFICIENT IN: MAC OSX/IOS * MS WINDOWS * ADOBE
CREATIVE SUIT * PHOTOSHOP * MICROSOFT OFFICE * ATTENTION TO DETAIL * SUPERIOR PROJECT
MANAGEMENT SKILLS * SELF MOTIVATED * EXPERIENCED MULTI-TASKED ORIENTATED PROFESSIONAL * EXCELLENT
COMMUNICATION SKILLS * STRONG ORGANIZATIONAL SKILLS**

PROFESSIONAL EXPERIENCE:

RON'S WORLD – FOUNDER & PRINCIPAL – (01/2020-PRESENT)

- A unique strategic media and social media consultancy.
- Event producer and management including working with vendors & stake holders.
- Execution of various productions and projects.
- Content creation for increased engagement for target audiences.
- Creative edge and out of the box thinking.

NEXSTAR MEDIA GROUP - EXECUTIVE PRODUCER (08/2021-PRESENT)

- Supervision of producers, reporters, directors and anchors.
- Oversight of daily rundown for broadcast.
- Establishment of routines and protocols for broadcast.

Verizon FiOS1 - LINE PRODUCER - (03/2019-08/2021)

- Line production of five hyper-local newscasts for a regional cable network covering New York and New Jersey.
- Passion to ran complex projects - news operations including crews in the control room during the show, and the newsroom before and after.
- Content Creation - Writing AP-style scripts and editing in ENPS. Editing and approval of headlines and teasers for every new show.

FOX NEWS - LIVE BREAKING NEWS PRODUCER - (01/2016-03/2019)

- Creative Video Producer - Cutting, editing, and writing breaking news on Avid iNews for digital distribution.
- Solid journalism decision-making in real-time content development.
- Researching stories to maximize content value across multiple digital platforms.
- Line production of news shows.

JEWISH BROADCASTING SERVICE - SR. PRODUCER - (07/2014-01/2016)

- Oversight of digital, programming, marketing, and strategic partnerships at a national Jewish cable channel.
- Re-Launched channel with new name & identity on-air, social media, and web.
- Track record in social media and creative brand development.
- Line-production of live current affairs programming.
- Strong leadership team building, cultivates talent, budgeting, scheduling, and hiring.
- Controlled proofreading, editing of anchors scripts, and managing calendars of upcoming news events.
- Hosted and contributed to news and current affairs programming.

JEWISH NEWS ONE - EDITORIAL DIRECTOR - (01/2010-07/2014)

- Strategic direction of breaking news Content Manager for air and digital, for a 24/7 Jewish news channel startup.
- Social Media director for web content strategy, building a follower base of millions on YouTube.
- Video Producer overseeing talent; scheduling; daily operations; quality control, while hosting and producing scripted programming.
- Traveled across 4 continents to bring compelling human stories to light.

THE HOLLYWOOD CONNECTION - SENIOR PRODUCER - (01/2006-02/2010)

- Provided video production materials for breaking Hollywood news, interviews, and events to clients around the world.
- Worked in relationship building with studio publicity and promotion departments to create marketing campaigns.
- Coverage of junkets, premieres, and award shows for clients in over 20 countries, including ABC News & E!
- Content news director, customer publication and newsletters, coordinator of marketing & content strategies across social media platforms.

CBS NEWS - DIGITAL CONTENT MANAGER - (01/2004-01/2006)

- Video Production of Los Angeles-related news stories for national coverage.
- Oversight of local and national entertainment news coverage supplied 10 daily stories to CBS Newspath.

LAY LEADERSHIP & VOLUNTARY POSITIONS:

Initiated partnerships with community-based organizations

Executive Cabinet Board Member – Local Council New York

Public Speaker – as part of the Speakers Bureau at JNF, StandWithUs, New York Consulate & Los Angeles Consulate General

EDUCATION:

Bachelor of Arts in Broadcast Journalism, Minor in Mass Communications (Tel-Aviv University)

Certificate of Achievement in Organizational Management (Indiana University - Lilly Family School of Philanthropy)