

Jacob Jenkins

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Professional Summary

Experience working on multimedia projects as a part of communications teams with a passion for creating compelling narratives through authentic brand story video, social media, and documentary productions. Focus on creative and strategic approaches to content production that drive engagement and connect with target audiences. Well-versed in all stages of content production, including scripting, producing, editing, and delivery.

Professional Experience

Communications Manager | Virginia Tech Hybrid Electric Vehicle Team | August 2025 – Present

- Specialize in brand-aligned content creation through video/photo productions to scale HEVT's digital presence, amplify member engagement, and connect diverse audiences to team operations
- Produce, film, and edit genuine, story-driven video productions that showcase HEVT's impact on the broader community, university, and students to inform and inspire key stakeholders
- Manage HEVT social media channels by utilizing strategic content calendars, multi-format content production, and streamlined campaigns, producing **97K** views and a **9.5%** engagement rate on HEVT's Instagram since Aug. '25
- Collaborate with team staff and faculty to execute competition deliverables and social media content, ensuring that HEVT platforms elevate team visibility and reflect core values

Video Editor Intern | Nonagon Productions | June 2025 – August 2025

- Edited brand story, recruitment, and social media videos for company clients to streamline Nonagon Productions services and translate client brand missions into tangible, engaging content
- Collaborated with head of production and content director to ensure that edited projects aligned with Nonagon's digital strategy and maintained a standard of excellence to authentically represent clients

Digital Communications Intern | Steampunk | June 2024 – August 2024

- Pitched, produced, and edited **11** episodes of self-created "Intern Intros" series to boost engagement of internal digital platform, which consistently ranked in the top **15%** of viewed content
- Participated in agile ceremonies with team leaders, such as daily standups and scrum sprint reviews, to develop and implement content that aligned with business objectives and the Steampunk brand
- Increased the velocity of internal content production by proactively editing content and managing multiple deliverables at a time to ensure the "Prod Squad" team met weekly objectives
- Contributed to the future development of internal content platform through strategy and vision during weekly meetings by discussing new insights and refining approaches to audience engagement

Relevant Technical Experience

- Canon, Sony, Blackmagic Videography/Photography, Production Setup
- Adobe Creative Suite, Davinci Resolve
- Google Suite, Microsoft Office, Canva

Relevant Coursework

Social Media, Documentary Cinema Production, Photojournalism, Media Writing, Fiction Cinema Production

Education

BA in Multimedia Journalism, Virginia Tech, Graduated 05/2026 | Florence University of the Arts, Spring 2025 Accumulated GPA 3.96

Extracurricular Activities

- 3rd Assistant Camera role for Virginia Tech student production “Almost Something”
- Videographer for Virginia Tech’s student ran radio station “WUVT”