



## MULTIMEDIA CONTENT CREATOR

# JAKE RAINS

## PROFILE

A two-time Emmy nominated, highly creative and multitalented Multimedia Content Creator with a vast background the promotional/commercial television industry. Exceptionally collaborative, dynamic team player with excellent written and verbal abilities. Highly skilled in client relationships in many aspects of interactions. Passionate and inventive creator that is accustomed to performing in deadline-driven environments.

## EDUCATION

**Graphic Design and Advertising AA** | 2005  
Western Iowa Tech – Sioux City, IA

## EXPERTISE

<b>VIDEO EDITING</b>	<b>GRAPHIC DESIGN</b>
<b>SCRIPT WRITING</b>	<b>TEAM LEADERSHIP</b>
<b>DIRECTING</b>	<b>VIDEOGRAPHY</b>
<b>PHOTOGRAPHY</b>	<b>SIMPLE ANIMATION</b>
<b>DRONE PILOTING</b>	<b>BRANDING</b>
<b>SOCIAL MEDIA</b>	<b>DIGITAL AD BUILDING</b>

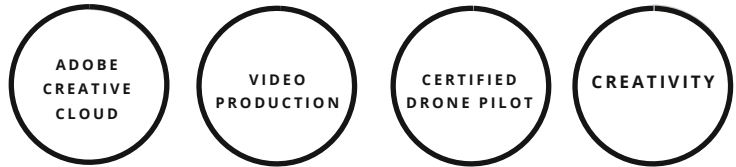
## AWARDS

**Upper Midwest Emmy Nomination** | 2019  
USS Sioux City - Content

**Upper Midwest Emmy Nomination** | 2019  
Little Sioux Tornado: Ten Years Later - Promotion

**MBJA Award Winner** | 2019  
USS Sioux City - Coverage

## TECHNICAL SKILLS



## EXPERIENCE

### PROMOTIONS/PSA COORDINATOR/CHIEF DRONE PILOT

KTIV-TV, Sioux City, IA | 2014 - CURRENT

- Created Promotional Campaigns for KTIV, KTIV News, Siouxland CW, and METV Siouxland.
- Created Public Service and Commercial TV ad campaigns for clients/sponsorships.
- Created and managed Social Media/Web campaigns for Clients/Tv Promotions.
- Designed, launched, and maintained contests/giveaways including creating media, social posts, videos, contest rules, etc.
- Launched and managed the Drone Program at KTIV.
- Worked on many projects outside the scope of my job description.
- Oversaw and delegated projects to commercial producers.

### COMMUNICATIONS CONSULTANT

SPRINT, Sioux City, IA | 2012-2014

- Exceeded sales expectations month over month.
- Assisted in training of new hires on policies and procedures.
- 100% club member 2012,2013,2014
- Rising Star Award Winner
- Performed a greet and needs assessment for each client.