

JON RICHARDSON

Portland, OR
jonrichardsonpdx@gmail.com | 323.384.6499
jondrichardson.com | linkedin.com/in/jondrichardson

AWARD-WINNING MEDIA AND CONTENT PROFESSIONAL WITH A BACKGROUND IN TELEVISION, NON-PROFIT ORGANIZATIONS, ART, AND PODCASTING. I AM EAGER TO LEVERAGE MY EXPERTISE IN SHORT-FORM AND LONG-FORM CONTENT CREATION, LEADERSHIP SKILLS, AND PASSION FOR DEVELOPING AND MAINTAINING ENGAGING, RESULTS-FOCUSED DIGITAL AND SOCIAL CONTENT WITHIN A CREATIVE ORGANIZATION.

EXPERIENCE

Associate Director of Media and Content (Associate Creative Director), Portland Art Museum | 2022-2023

- Oversaw the creative direction and content strategy of PAM CUT, the media arts arm of the Portland Art Museum.
- Responsible for media arts programming, hands-on learning, artist services, partner relations, and brand awareness.
- Provided support for programs and exhibitions, including marketing design, content strategy, and storytelling strategy.
- Managed budgets related to media arts initiatives, as well as ensure proper resource allocation.
- Hired, managed, and developed the creative team, including staff, interns and vendor support.
- Engaged and built relationships with community members to develop and share stories that reflect the depth and complexity of our experiences and communities.

Senior Media Producer, Portland Art Museum | 2016-2022

- Led and project managed all aspects of multimedia production cycle as a member of the Marketing team.
- Produced content for web, social media, exhibitions, trustees, educational programs, and community partnerships.
- Created and produced print and digital media for advertising, exhibitions, and general Museum development and operations.
- Developed strategies, creative briefs, production schedules, scripts, interviews, and post-production to raise brand awareness and drive engagement across multiple channels:

Video

- Created high-quality video and content strategy that grew institution's YouTube channel audience by nearly 500%
- Introduced and implemented low to no-cost accessibility features to promote ADA compliance.

Photography

- Shot event, gallery, and exhibition photos using Canon DSLR cameras and edited them using Lightroom and Photoshop.
- Published public photos to PAM's Flickr and internal photos to NetX DAMS with complete metadata.

Podcast

- Launched, produced, and edited *Art Unbound* and *Reflections on Common Ground* podcasts for the Museum.
- Researched topics, stories, and ideas that resonated with the community and drove audience engagement.

Podcast Producer/Host, Freelance | 2011-Present

- Research podcast topics and generate original ideas for various podcasts in the culture, art, society, and self-help niches.
- Host, produce, manage several former and current podcasts and their segments including *Got It, Ruined Childhoods, Louise It To Beaver, And No A Word With Our Sponsor, Hey Teens! With John & Eric, Vegan Snack Attack, Stranger Fan Fiction*, and more.
- Tailor, adapt and edit content for podcasts' social media accounts to drive more awareness and audience engagement.
- Arrange high-profile guest interviews and train for best recording quality.

Digital Producer & Advertising Manager, Driftwood Magazine, Portland, OR | 2016

- Spearheaded production for a driftwoodmag.org web-series and podcast to strengthen brand awareness and partnerships.
- Coordinated advertising sales for Driftwood Magazine, building corporate relationships, and regularly communicating with marketing managers and company owners.

Video Producer, Multiple Production Companies, Los Angeles, CA | 2008-2015

- Produced stories for cable and network non-fiction and reality TV programming for MSN.com, NBC, Discovery, CMT, TLC, National Geographic, Animal Planet, and more.
- Worked on a variety of shows including *Trading Spaces, Whale Wars, The Invested Life, Swamp People, My Big Redneck Vacation, Redneck Rehab, Flip Men, Escape Routes, Full Throttle Saloon, Mountain Movers, Swamp Pawn, Ghost Planes, BikerLive, Wicked Tuna, The Ultimate Fighter 21*.
- Responsible for pre and post-production process including writing, editing, graphic design, project management, team leadership, creative decision-making, and problem solving, while delivering a product on a tight schedule and within budget.

SKILLS

Creative Direction, Cinematography, Podcast Production, Non-Linear Editing, Graphic Design, Motion Graphics, Team Leadership, Storytelling, Brand Management, Copywriting, Social Media Marketing.

TOOLS

CapCut, Instagram, TikTok, YouTube Studio, DaVinci Resolve, Final Cut Pro, Trello, Google Suite, Microsoft Office, Canva, OBS, Adobe Audition, Adobe Premiere, Adobe Photoshop, Adobe Lightroom, Adobe After Effects, Adobe Illustrator, Adobe InDesign, Izotope Suite, Squadcast, Riverside.fm, Zoom.

EDUCATION

Temple University; Philadelphia, PA
B.A. Film & Media Arts

AWARDS & CERTIFICATIONS

X-Ray Podcast Awards | Vigilant Awareness Award for *Reflections on Common Ground*
RØDE's 2021 MY RØDE CAST Podcast Awards | 1st Runner Up for *Statue of Limitations*
Producers Guild of America | Member since 2013
FAA Part 107 Drone Operator | 2021