

Jeffrey Yerkes

Content Creation & Project Management

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01. Summary

Video Producer who has worked as part of an internal creative agency, and as a freelance writer, producer, videographer, video editor, and project manager.

02. Skills

- Video recording and editing
- Storyboarding and scripting
- Working well under tight deadlines
- Telling brand stories, highlighting features and benefits
- Keeping content on brand

03. Software & Apps.

Windows/Mac OS; MS Teams; Salesforce; Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro); Workfront; Constant Contact; Kaltura; On24 for webinars

04. Experience

Bright Horizons – Watertown, Massachusetts (Jan. 2019 – present)

Senior Manager, Content & Creative Services

- Managed video projects, from kickoff through delivery – establishing timelines, collaborating with copy and design teams, and engaged in review cycles with all stakeholders.
- Recorded and edited video content, in person, and remotely.
- Post produced webinars including video editing using Premiere Pro and graphics editing using same.
- Produced live and pre-recorded webinars using the On24 platform. Created video content with the resulting recordings.
- Recorded and edited a monthly podcast for use as streaming audio, and as YouTube content.

JY360 – Newton, Massachusetts (2007 - 2018)

Video Producer and Freelance Writer

Content creation and project management for various clients, including, but not limited to:

Dassault Systèmes – Waltham, Massachusetts (May 2017 – June 2018) *

- Copyedited product brochures and data sheets for this engineering software firm.

Gordon Brothers Group – Boston, Massachusetts

- Ghostwrote bylined articles and blogs published in online and print trade journals.
- Produced original charts, infographics and short video projects.

C Space (formerly Communispace) – Boston, Mass. (Oct. 2011 - Aug. 2012)

- Analyzed survey data and community feedback, using it to write provocative and actionable reports intended for C Space's financial services and media clients.

The Greater Boston Food Bank – Boston, Mass. (Jan. - June 2011)

- Wrote and edited cause marketing material in support of The Food Bank's hunger relief mission, including newsletter articles, email solicitations and overall messaging.
- Co-produced video for The Food Bank's annual fundraiser, which helped raise \$1.1M.

Knovel Corp. - New York, N.Y. (July – Aug. 2009; June – July 2010)

- Wrote/edited case studies for Knovel customers British Petroleum and Ingersoll Rand.
- Wrote customer-facing FAQs based on interviews with internal stakeholders.

WGBH – Boston, Mass. (November 2007 - February 2008)

- Created PBS series collateral and direct mail pieces in support of the Sponsorship Group for Public Television (SG/PTV).
- Maintained, updated and archived SG/PTV's electronic sales tools, including PowerPoint decks, charts and graphs, and image assets.

FAST (A Microsoft Subsidiary) – Needham, Mass. (May 2005 – October 2007)

Marketing Communications Manager.

- Supervised global rebrand, including design firm selection and development of all deliverables.
- Dramatically increased efficiency of support to global sales and marketing teams with creation of an online, on-demand collateral/merchandise printing and fulfillment system. At peak usage, resulted in effectively supplying over 60 trade shows and events in 24 countries.
- Managed the editing, design and printing of FAST's annual reports and sponsored trade journal.
- Co-produced several live, company-wide webcasts including special video content.

Pileated Pictures – Newton/Shelburne Falls, Mass. (February 2000 – April 2005)

Co-founder/Creative Director

- Responsible for creative development and helping decide company strategy.
- Co-wrote and produced online games and animated content for entertainment and education clients resulting in increased site traffic, downloads, and fan club sign-ups.

MIT Media Lab, Cambridge, Mass. (1998- January 2000)

- Acted as the primary contact in the patenting process for the globally recognized research laboratory.
- Worked with patent attorneys, inventors and representatives from the lab's 170 corporate sponsors in interpreting and implementing wide ranging IP policies with the help of the lab's directorial staff.

05. Education

Emerson College – Boston, Mass.

Mass Communications major. B.Sc. Television Production

McGill University – Montreal, Canada

Art History and Political Science joint major