




JESUS WENCES


DIGITAL CREATOR | SPORTS VISUAL STORYTELLER

CONTACT

 (870) 582 - 2564

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 wenceslenses.com

 Jonesboro, AR

SKILLS

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Lightroom
- Adobe After Effects
- Advanced In DSLR/Mirrorless Cameras
- Bilingual - Spanish & English
- Lighting/Studio Equipment

EDUCATION

Arkansas State University

B.S Creative Media Production
January 2022 - May 2024

Southern Arkansas University

A.A General Studies
August 2020 - December 2021

CERTIFICATIONS

LinkedIn Learning Certificates

- Social Media Marketing: Strategy and Optimization
- Branding for Designers
- Digital Media Foundations
- Foundations of Video: The Art of Editing

REFERENCES

Available Upon Request

SUMMARY

Multimedia content creator with a focus on NCAA Division I athletics, offering expertise in sports videography, photography, graphic design, and brand marketing. Proven ability to lead creative teams, develop cohesive visual branding, and produce compelling content under tight deadlines. Adept at collaborating across departments to elevate team visibility and drive engagement

EXPERIENCE

CREATIVE DIRECTOR

Arkansas State Women's Basketball

May 2024 - Present

- Lead all visual branding and content production for the program.
- Designed graphics, video content, and photography that drove a 200% increase in social engagement over one season.
- Coordinated with marketing, player NIL sponsors, and media relations.
- Oversaw content calendars and delivery schedules with quick turnarounds.
- Mentored and managed student assistants.

CREATIVE MEDIA STAFF

Arkansas State University Athletics

November 2022 - May 2024

- Edited transitions, graphics, music, corrected lighting, coloring, and sound to create high-quality videos.
- Used equipment such as Nikon D7500, and Sony a7iv, to upload content onto social media during game breaks.
- Collaborated with multiple videographers to ensure multi-angle coverage.
- Shoot video and photo of pregame, In game and post game.

VIDEOGRAPHER, CREATIVE ASSISTANT

Arkansas State Red Wolves Football

July 2022- December 2023

- Shot sideline and practice content for recruiting and promotional use.
- Assisted in directing student crews and managing equipment.
- Shoot video and pictures from the sideline, pre and post-game footage
- Edited footage for fast turnaround on social and internal channels.

SPORTS/LIFE STYLE CONTENT PRODUCER

Wences Lenses

June 2023 - Present

- Shoot, edit, and produce videos for clients and format them for social media platforms, online communications, public relations outreach, and advertisements.
- Generate high-quality still images for online and print use.
- Create engaging online graphics to promote organizations, people, and events.