

# JAKUB PIROG

## Content Creation | Video Production | Brand Management

### Contact

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Stratford, CT 06615

### Education

**BACHELOR OF FINE ARTS (B.F.A.)**

**UNIVERSITY OF CONNECTICUT**

*Storrs, CT*

### Areas of Expertise

Social Media Content Creation,  
Videography, Video Editing,  
Photography, Graphic Design,  
Project Management, Ideation,  
Team Leadership, Organization,  
Marketing, Operations

### Technical Skills

**Adobe Creative Suite**  
(Illustrator, Photoshop, Bridge,  
Premiere Pro, After Effects,  
Lightroom, InDesign)

**Social Media**  
Instagram, Facebook,  
Twitter, Tiktok

**DSLR**  
Utilizing Canon Cameras

**Web Design**  
Coding with HTML / CSS,  
Wix website builder

### Work Experience

**Social Media Manager | Storrs, CT**

May 2020 - Present

**Student Union Board of Governors  
at the University of Connecticut**

- Utilized Adobe Illustrator to design 120+ graphics for Instagram, Facebook and Twitter to advertise 30+ SUBOG events
- Collaborated with 8 separate Committee Chairs to develop social media campaigns and marketing plans to maximize student turnout at their events
- Maintained a regular posting schedule which increased user engagement, revitalized SUBOG's instagram and grew the following by over 1,000 followers

**Web Designer | Fairfield, CT**

Dec 2020 - Present

**Point Day Apparel**

- Built pointdayapparel.com for a responsive user friendly online marketplace
- Developed keywords for Search Engine Optimization in order to boost website traffic
- Boosted sales revenue by 300% on the first day of website launch

**Intern | Stamford, CT**

May 2020 - Dec 2020

**Triple Threat TV**

- Scoured the internet to research interview subjects to be featured in a not yet released sports documentary
- Contributed to a company wide Google Sheet by cataloging archival footage to be used by the edit team to produce the documentary
- Conducted phone calls and email exchanges to scout locations for the show 'Return to Amish'

**Project Leader & Videographer | Storrs, CT**

Sep 2020 - Dec 2020

**FoodDock**

- Oversaw 3 team members and their production of final client deliverables
- Successfully shot and edited 2 documentary style short featuring local farmers for FoodDock to use on their website

**Photographer | Storrs, CT**

Aug 2019 - Sep 2020

**Nutmeg Publishing**

- Photographed UConn's Men's Basketball, Women's Basketball, Men's Ice Hockey, and Women's Field Hockey for spreads in the Yearbook
- Photographed the 2019 UConn Climate Strike to be featured in the Yearbook

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