

# Jeremy Klein

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## Summary

I am a passionate content producer with 10+ years of experience creating content in both traditional and digital entertainment. The beginning of my career consisted of developing narrative beats for nationally aired reality tv. The explosion of digital content and entertainment made it evident to me that the future was YouTube and social media as a whole. I've since then worked alongside a multitude of influencers and celebrities to create content with an attention to cultural patterns and trends. I am a self-sufficient content creator able to take a story from concept to completion.

## Experience

### Content Producer

Dank City

Aug 2017 - Dec 2023 (6 years 4 month +)

Worked with cannabis brands in establishing their relevance on social media. We created brand and product related digital content for marketing campaigns. Worked with Cheech and Chong, Jay and Silent Bob, Wilfred, and other popular brands either positioned in or newly entering the cannabis space.



### Content Producer

Cheech and Chong's Cannabis Company

Aug 2017 - Dec 2022 (5 years 5 months)

Brought on board to help revitalize the global brand of Cheech and Chong into the new media age. Reestablished the brand's relevance through influencer and celebrity collaborations on Instagram and YouTube. Social media platforms across all platforms grew from 150k to 1.5M within the first year



### Content Producer

Pure Hemp CBD

Dec 2018 - Dec 2021 (3 year 1 month)

Produced and ideated over 500 social ads for a growing CBD product line and saw a 52% increase in units sold during the campaign. Worked alongside the CMO to distribute ads to a wide variety of social media influencers. Proposed and produced a catalogue of informational product videos backed by the latest research in the

field which further increased consumer confidence in our product



### Content Producer

Barbell Brigade

Sep 2016 - Oct 2017 (1 year 2 months)

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Shot and edited various YouTube content, vlogs, internet games, podcasts, and revolving fitness segments for one of the fastest growing fitness channels and apparel lines at the time. Barbell Brigade was an offshoot channel belonging to YouTube pioneers, JK Films.



### **Production Coordinator / Producer**

Magical Elves, Inc.

Dec 2012 - Sep 2016 (3 years 10 months)

I participate in logistical oversight of a television show's completion through facilitating the smooth operation of all departments and vendors on the project.



### **Marketing Assistant**

MKTG

Nov 2013 - Dec 2013 (2 months)

I was a part of a marketing team that helped produce the Beats Pop Up Event during the holiday season. We took care of the inventory, managed the aesthetic, and pretty much made everything look pretty.



### **Production Coordinator**

Electus LLC

Feb 2013 - Mar 2013 (2 months)

I assisted on the production of Dog & Beth: On the Hunt. Your average Production Assistant gig, running errands, grabbing coffee, grabbing lunch, loading up gear, setting up GoPros, the usual fun stuff, assisting producers and camera operators, all that jazz.

## **Education**



### **Denison University**

Bachelor's degree, Cinema Studies

2008 - 2012

I analyzed awesome films, I shot awesome films, and I wrote about awesome films.

## **Skills**

Video Editing • Screenwriting • Creative Writing • Independent Film • Comedy • Media Production •  
Avid • Avid Media Composer • Final Cut Studio • Pre-production

## **Honors & Awards**

**IMDb:** <https://www.imdb.com/name/nm5723759/>

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