

Jesse Misael De La Cruz

Broadcaster / Video Editor

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Objective

I am inspired by the storytelling and content creation opportunities this industry offers. I am driven by a passionate commitment to contribute to the industry's advancement and the personal growth of the individuals involved. I strive to build a meaningful career focused on the continual development and support of those within esports.

Skills & Abilities

Adobe Premiere Pro, Adobe Photoshop, vMix, OBS, Audacity, and experience in both content creation for diverse audiences as well as leadership skills for team environments.

Education

University of Arkansas at Little Rock (August 2022 - Present)

- Bachelor of Arts in Mass Communication emphasis in design

Henderson State University (August 2019 - July 2022)

- Bachelor of Arts in Digital Media Production
 - Coach and Captain for HSU Esports
 - Captain for Reddie's Marching Band
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RELEVANT EXPERIENCE

Director, Producer, and Observer — Victoris Esports, Peach Belt Conference, CounterStrike Confederation, and many more (June 2020 - Now)

- Produce live and engaging content to audiences as large as several hundreds of concurrent viewers.
- Create and prepare graphics and transitions for production.
- Work with replay operators and commentators to bring together a smooth show

Audio Engineer and Camera Operator — ESPN at UALR (September 2022 - May 2023)

- Oversaw audio setup at sporting events and monitored audio levels and quality during production
- Worked directly with the director to show their vision through camera work during live sports events

TikTok Editor — Netherim (December 2022 - May 2023)

- Created short-form content for Twitch streamer Neatherim

Youtube Channel Manager — lolmalice (January 2022 - October 2022)

- Planned and edited YouTube videos for Twitch streamer Sebastian "Malice" Edhom.
- Created and designed his thumbnails based on current trends to attract more viewers

Esports Lab Assistant — Henderson State University (August 2019 - May 2022)

- Helped build from the ground up HSU's production and broadcast setup.
- Created and designed the OBS layout and graphics for social media.
- Trained students who were interested in broadcasting and shout casting.
- Consistently upgraded the production quality by staying on top of trends in the field.

Portfolio - <https://shorturl.at/jqwH6>