

Jacob Perez

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Work Experience

JMU's The Breeze

Creative Director

Harrisonburg, VA

Sep 2024 - May 2026

- Produced over \$80,000 in ad revenue and sales while developing and implementing ad campaigns for The Breeze
- Produced 44 Instagram Reels (230K views) and 14 Athlete of the Week features (85K views) for The Breeze Instagram
- Designed ads for the paper every week in InDesign, Photoshop, and Illustrator on Mac, working from concepts provided by the Ad and Marketing Coordinator, clients and in-house graphic designers
- Proofread camera-ready ads for proper formatting
- Coordinated schedules for last-minute ad creation and placement
- Assisted with additional marketing duties as needed, working approximately 20 hours per week

ESPN+

Broadcast/Production Intern

Harrisonburg, VA

Oct 2024 - Sep 2025

- Operated camera for live broadcasts of men's and women's basketball and baseball/softball, working courtside and under-the-net positions
- Filmed sideline interviews during live broadcasts
- Cued music, audio, and commercial breaks from the control room
- Handled on-field camera cable and equipment, keeping camera operators mobile and broadcast-ready
- Operated control room equipment, supporting live production across multiple sports

BreezeTV

Floor Director

Harrisonburg, VA

Jan 2024 - May 2025

- Directed the studio floor for weekly BreezeTV broadcast
- Prepared the set by ensuring mics and IFBs were broadcast-ready and assisted with camera blocking
- Communicated timing cues and instructions to talent, guests, and crew
- Coordinated the movement of people and equipment in the studio
- Troubleshoot technical issues related to audio and lighting, managing battery changes as needed
- Managed audience seating and cues during productions
- Documented technical and scenic set-up for each production while anticipating and resolving potential issues

Projects

Knock Knock (film)

Lead Editor and Sound Designer

Harrisonburg, VA

Aug 2025 - Dec 2025

- Led post-production editing, shaping pacing, transitions, and story structure with the director, and managed all raw footage, audio, and project assets
- Designed the full sound landscape (foley, ambience, SFX) and mixed dialogue, music, and effects for the final audio
- Incorporated director and producer feedback across multiple revision rounds to reach picture and sound lock, then delivered the film for festival submission

Waiting Room

Second Camera Operator

Harrisonburg, VA

Jan 2025 - May 2025

- Operated a Blackmagic 6K cinema camera and DJI RS Pro gimbal; assisted with camera setup, lens changes, and equipment management
- Recorded on-set audio with a boom mic and portable mixer; slated and logged takes to streamline post-production
- Helped with lighting setups, talent coordination, and gear transport on a fast-paced, cross-department shoot

Education

James Madison University Harrisonburg, VA

Bachelor of Science in Media Arts and Design, Concentration in Digital Video and Cinema May 2026

Skills

Adobe Premiere Pro • Final Cut Pro • Adobe Photoshop, Illustrator, InDesign • Camera Operation (Blackmagic 6K, DJI RS Pro Gimbal) • Sound Design & Audio Mixing • Broadcast Production & Studio Direction • Lighting & Audio Setup and Troubleshooting • Event Planning and Coordination • Technical Troubleshooting • Team Collaboration • Time Management • CPR/First Aid Certified