JESSE UITERWIJK

New York, NY • jessewilken01@gmail.com • (650) 346-5768 • Portfolio • LinkedIn

ABOUT ME

Content creator and art director with 4+ years of experience developing social-first content for brands and influencers. Skilled in social media, video production, photography, and post-production, with a strong eye for detail and a talent for translating brand strategy into compelling creative assets.

Skills and Software:

✓Video Editing
✓Art Direction
✓Content Creation
✓Video and Photo Production
✓Sound Design
✓Final Cut Pro
✓Photoshop . Premiere
✓Canva . CapCut
✓Keynote . Airtable . Google Suite
✓AI Image Tools

WORK EXPERIENCE

FRESH BEAUTY, LVMH | New York, NY | 2026
Global skincare brand.
Content Creator

- Art direct and style product shoots, incorporating props, composition, and lighting to create polished, on-brand imagery
- Film and edit video and photography for social media and digital marketing.
- Develop creative concepts for social media shoots, aligning visual storytelling with brand identity and marketing objectives
- Capture content at influencer events and pop-ups to support brand storytelling.
- Collaborate with copy, strategy, and marketing teams from concept through final delivery.

EHL & CO. | New York, NY | April 2024 - July 2026
Creative agency providing marketing, social media, branding, and web development for brands and creators.
Video Lead & Art Director

- Specialize in video editing while executing the broader production process – from concept and planning to shooting, directing and copywriting – across several distinct brands for social media and marketing materials
- Manage small teams (3-4) to ensure high production standards, timely delivery, and strong design principles
- Convert still images into engaging animated content using motion design
- Execute video edits revisions quickly and accurately to keep projects on schedule
- Optimize content at a high volume
- Track platform trends, evaluate content performance, and deliver actionable insights

SAN JOSE JAZZ | San Jose, CA | 2022 - 2024
Non-profit that produces several jazz festivals and music programs including Summer Fest, one of the top jazz festivals in California.
Video Marketing Specialist

- Edited videos, advertisements, and graphics to promote organizational events
- Created large-format promotional videos broadcasted on stage LED screens at Summer Fest, engaging thousands of festival-goers between sets
- Created social media content to promote Summer Fest
- Served as videographer at events to capture content for marketing

MIGHTIER | Boston, MA | June 2022 - July 2023
A heart-rate-responsive video game platform that helps kids learn how to control emotions, build confidence, and improve mental health.
Video Marketing Specialist

- Shot, edited, and designed social media content, including video and graphics
- Edited promotional videos distributed across Hulu, YouTube, and other digital platforms

FOLLAIN | Boston, MA | Sept 2021 - June 2023
An all-natural skincare company.
Content Creator

- Created social media content to promote Follain's skincare products

---

EDUCATION

Boston University | Boston, MA | Jan 2020 - June 2023

- Double major in Film & Television and Advertising
- Magna Cum Laude

AWARDS & RECOGNITION

- I won the top honor, a golden pencil, at the Young Ones One Show Advertising Contest (2022)
- Boston University Varsity Adclub: Team MVP
- Boston University College of General Studies Capstone Award

PASSIONS

- Music: 14 years of experience playing piano, trumpet and reading and composing music. I was a trumpet player in the Boston University Pep Band.
- Fashion: I love experimenting with my personal style, thrifting, watching fashion shows, observing trends, and expanding my knowledge of the fashion industry.