

JESSE UITERWIJK

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ABOUT ME

Video creator and content producer helping brands build strong identities. I lead video development at a full-service boutique agency, producing social media content end-to-end across multiple distinct brands at once. My work spans the full process from concept and strategy through shooting, directing, editing, design, and copywriting.

Expertise Summary:

✓ Content Creation	✓ Video Editing	✓ TikTok & Instagram Reels
✓ Copywriting	✓ Creative Direction	✓ Content Ideation
✓ Social Analytics	✓ Editorial Storytelling	✓ Trend Awareness
✓ Schedule Management	✓ Brand Voice Development	✓ Collaboration
✓ Graphic Design	✓ Cinematography	✓ Color Grading

Software:

Final Cut Pro . Adobe Creative Suite . CapCut . Microsoft Office Suite . Canva . Hootsuite . Airtable

WORK EXPERIENCE

EHL & CO. | New York, NY | April 2024 - Present

Creative agency providing marketing, social media, branding, and web development for brands and creators.

Video Lead & Art Director

- Specialize in video editing while supporting end-to-end production - concepting, planning, shooting, directing and copywriting - for social media and marketing across multiple brands.
- Manage small teams of 3-4 professionals 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
- Adept using AI tools for idea generation and process efficiency
- Optimize content at a high volume – up to 15 videos per week
- Track platform trends, evaluate content performance, and deliver actionable insights

SAN JOSE JAZZ | San Jose, CA | 2022 - 2024

Non-profit that produces music programs and 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

BOSTON UNIVERSITY, AGGANIS ARENA | Boston, MA | Aug 2021 - Dec 2023

A multipurpose sports and entertainment venue at Boston University.

Production Assistant

- Sold event tickets, logged expenses in Microsoft Excel, and delivered customer service
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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.