



Jenna Lumscher

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Professional Summary

Creative and highly skilled Marketing Producer with over 15 years of experience in multimedia content creation, animation, and design across broadcast, digital, and print media. Expertise in video production, graphic design, branding, and cross-functional collaboration.

Seeking to leverage my skills in content strategy and creative direction to drive impactful marketing campaigns and brand growth.

Skills

Video Production & Animation

2D & 3D Animation, Lighting & Green Screening, HD Video Shooting & Editing, 360° Video, Drone Piloting, Dejero Live Streaming

Design & Interactive Media

CSS, HTML, JavaScript, Email & Survey Design, Web Banner Ads, Social Media Campaigns, Website Design

Print & Branding

Brochures, Trade Show Graphics, Technical Sheets, Logos/Branding, Business Cards, 3D Printing, Brand Development

Software Proficiency

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, Audition, After Effects), Microsoft Office, Blender 3D, Wide Orbit, Google Apps

Experience

Marketing Producer

WFMY News 2 | March 2024 – January 2025

- Write, shoot, design, edit, and produce content across multiple platforms including syndicated content and promotional material.
- Coordinate and manage station events, on-site activations, and community event representation.
- Collaborate cross-functionally with station talent, clients, sales executives, and creative teams to deliver high-quality marketing material.
- Manage promo logs and maintain log filing process to ensure accuracy and timely airings.

Key Achievements:

- o Produced a series of promotional videos that increased viewer engagement
- o Spearheaded the design and execution of promotional materials for high-profile events that attracted 500+ attendees.

Creative Services Producer

WGHP FOX8 | September 2017 – March 2024

- Produced and managed promotional content for broadcast, including commercials and promos.
- Worked closely with internal teams (sales, talent, promotions) to ensure timely content delivery.
- Oversaw on- and off-location video shoots and contributed to all aspects of production.

Key Achievements:

- o Enhanced viewer retention by optimizing promotional content strategy.
- o Successfully managed a high-volume schedule of daily promo logs.

Marketing/Multimedia Designer + Director

Kotis Properties + Kick Ass Concepts | April 2009 – July 2017

- Led all multimedia and marketing efforts for a large commercial property company.
- Designed brochures, site plans, and other collateral for property marketing, with an emphasis on visual storytelling.
- Directed in-house printing projects and managed large-scale print and mail campaigns.
- Developed and managed websites, social media content, and branding initiatives.

Key Achievements:

- o Successfully designed branding for 5+ commercial properties, resulting in increased property visibility.
- o Created 360° virtual tours and promotional videos that boosted customer inquiries and experience

Multimedia Designer

Unisyn Marketing Multimedia | November 2007 – January 2009

- Designed websites, print materials, and multimedia content for external clients.
- Developed logos, branding, and video assets to enhance client marketing strategies.

Education

East Carolina University | 2002 – 2007

B.A. in Art, Concentration in Animation and Interactive Design

Visit my portfolio at:

CreativeJenna.com

