

Jon Karish

+1 (303)-232-1376

jonpkarish@gmail.com

University of Colorado Colorado Springs

Bachelor of Innovation Degree in Digital Media

Cross-Core in Business and Marketing

May 2024 Graduate

PERSONAL STATEMENT

In my professional journey, I've honed a diverse skill set encompassing marketing strategy, online content creation and strategy, social media management, interactive and online video production, and a deep understanding of video gaming, TV, websites, and advertising. I'm well-versed in navigating platforms such as Instagram, YouTube, Twitter, Facebook, and TikTok. On the technical front, I bring expertise in search engine optimization (SEO), logo design, website building, web development, editing, video editing using tools like Adobe Premiere Pro, audio editing, market research, and digital asset management. This comprehensive skill set allows me to navigate the dynamic landscape of digital marketing and multimedia production with versatility and proficiency.

Throughout my career, I've achieved notable milestones in the realm of digital media and marketing. At NASCAR™, I successfully enhanced engagement on Instagram™ and TikTok™ by crafting unique videos utilizing diecast cars. This campaign not only garnered the attention of professional drivers but also significantly increased brand awareness and website visits. For Overdrive Raceway, I played a pivotal role in elevating audience attendance by storyboarding, scripting, and filming videos inspired by real-life NASCAR moments. These videos have gone on to become their best-performing content to date. Collaborating with Super Digital™, I spearheaded a campaign to promote the new XBOX™ expansion pack for Forza Horizon 5™, featuring Hot Wheels™.

WORK EXPERIENCE

In my current role as a Digital Media Specialist at Kratos Defense and Security Solutions since August 2023, I've been actively engaged for the past seven months, contributing to the dynamic landscape of digital media and playing a crucial role in digital asset management.

Simultaneously, I've been serving as the Social Media Manager for the UCCS Swim Club since May 2021, leveraging my skills for over three years to manage and create compelling content for @uccsswimclub. Additionally, for the past eight years, I've been self-employed under @jonracer3, where I take on the responsibilities of scheduling content publications across platforms, crafting and editing content, defining project scope and meeting milestones and deadlines, sharing high-visibility links to websites, evaluating audience feedback, and ensuring compliance with sponsorship guidelines. My multifaceted experience has equipped me with a comprehensive understanding of digital media management and content creation.

ACADEMIC EXPERIENCES

BACHELOR OF INNOVATION COURSES

ENTP 1000 – Intro to Entrepreneurship

INOV 1010 – The innovation process

INOV 2100 – Technical Writing and Grant Proposals.

Technical writing course. Addresses five major types of technical writing: project reports, funding proposals, magazine and trade articles, technical reports, and journal articles.

BLAW 2010 - Business/Intellectual Property Law.

Examines the legal significance of ideas, innovations, and start-up organizations. A focus on intellectual property issues, including patents, copyrights, and brand protection. Coverage of essential contracts and agents.

INOV 2010 - INOV Team: Analyze & Report. Client - Cole Chapman, CEO

- Coledchapman@gmail.com - (352) 988-3814

- The purpose of the project is to research, analyze, and compile a launch strategy for net zero cryo-blasting regarding dry ice blasting technology. This was done by doing market research, deciding avenues of focus (cars, antiques, etc.), establishing partnerships, and creating a system for operations.

INOV 3010 - INOV Team: Research & Execute - Client - Kyle Fenner

- Kylecfenner@gmail.com - (719) 238-4951
- Through this semester, the team worked to establish a professional brand for the client through the creation of a website, personalized logo, associated social media profiles tied to the client's brand, and a video that introduces the client to potential future customers of the services and experiences the client provides.

INOV 4010 - INOV Team: Design & Lead

- *Dr. Robert Hoyer* - robert.hoyer@uchealth.org - (719)-365-6317
- *Dr. Abbass Shaffi* - abbassshaffi@gmail.com - (719)-660-6479
- Created <https://www.2docstocpodcast.com/>.
- The project's central focus was on team leadership and coordination, audience engagement and promotion, production management, music selection, post-production, multimedia content creation, meta business setup, long-term production optimization, audio production deliverable, producer responsibilities, website revamp, and music selection with seo audience.

ENTP 4500 - Entrepreneurship and Strategy

Capstone course for the bachelor of innovation. Topics include understanding the entrepreneurial process, assessing opportunities, selecting a start-up team, financing

entrepreneurial ventures, writing, and presenting business plans, and new venture and competitive strategy.

DIGITAL MEDIA COURSES

MUS 2150 - Electronic & Computer Music I

MUS 2950 - Audio Engineering/Production

TCID 3130 - Web and Print Document Design

TCID 3140 - Iterative Design Projects

VA 1010 – 2-D Foundations

VA 1020 – 3-D Foundations

VA 2100 – Digital Art and Design

VA 2150 - Beginning Digital Photography

VA 3200 - Video Art

COMM 2250 – Introduction to Film and Video

COMM 2100 – Public Speaking

COMM 2900 - Writing for the Media

COMM 3400 - Digital Comm Technologies

COMM 4460 - Advanced Editing & Colorization

BUSINESS CORE COURSES

ECON 1010 – Microeconomics

ECON 2020 – Macroeconomics

MGMT 3300 - Intro to Management & Organization

MKTG 3000 - Principles of Marketing

MKTG 4700 - Digital & Soc Media Marketing

SHORT-TERM AFFILIATIONS

RELAY FOR LIFE

RELAY FOR LIFE IS A COMMUNITY-BASED FUNDRAISING EVENT FOR THE AMERICAN CANCER SOCIETY.

AWARDS

YOUTUBE 100,000 SUBSCRIBER PLAY BUTTON

THIS AWARD IS GIVEN TO PEOPLE SURPASSING 100,000 SUBSCRIBERS ON THEIR YOUTUBE CHANNEL.