

# John Cessna

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## EXPERIENCE

- 2012 – Present **University of Michigan, Media Consultant & Project Manager** **Ann Arbor, MI**
- Project manage digital content initiatives through planning, production, & distribution with budgets up to \$100,000
    - Advanced knowledge of Waterfall and Agile management workflows
  - Direct media productions, live webcasts, & technology advancement, enhancing the overall level of the school's media footprint with professional, broadcast-level quality content reaching 5,000+ views & broadcast live to dozens of countries
  - Design, create, & grow media enterprises that drive user engagement in both local & global initiatives, impacting 600 faculty/staff & 1,000+ students every year
  - Lead campaigns to onboard & advance user understanding of digital development via training programs, interactive presentations, & media production
- 2007-Present **Contract-Based Media Production, Various Roles & Highlights** **International**
- Direct successful independent media company, working on national broadcasts, live events, & social media campaigns
  - Viral content featured on sites such as *ESPN, Huffington Post, Yahoo, Buzzfeed, & The Daily Mail*
    - Yearly Christmas card series published internationally & viewed over 90 million times
      - Direct creative, production logistics, a cast of up to 10, & a crew of 5 including an analytics producer
  - Partnered with the Director of the Video Dept. for the rehearsals of Taylor Swift's *Speak Now* world tour
    - Coordinated international logistics paperwork, attended departmental meetings, & provided creative input
  - Managed all production departments for the YOBI.tv *Dream Maker* web series starring MTV's Audrina Patridge
    - Ran for twelve episodes & reached over 100,000 online views
  - Photographed Jimmy Buffet at Wrigley Field as part of the 'Marga-Wrigleyville' media campaign
    - Captured Buffet's return to 41,000 fans at a sold out Wrigley Field for Margaritaville/Screenworks' media package
  - Front-of-house camera operation on the *NFL Alumni Player of the Year Awards* hosted by Alec Baldwin
    - Aired nationally on the NFL Network as part of their *Super Bowl XLVI* coverage
  - 2nd-Unit Lead Camera & 1st-Unit Production Assistant for St. Elizabeth Hospitals' ad campaigns
    - Aired continually throughout the Midwest, including during the NCAA Final Four, & online for over a year
  - Developed & produced TV ad campaign & in-stadium Jumbotron video for Purdue University Athletics
    - Content aired nationally on the Big 10 Network & was viewed live by over 50,000 people every week
- 2010-11, 2015 **University Faculty** **Various**
- Eastern Michigan University, *Part-Time Faculty*
    - Undergrad lecturer for the Comm., Media, & Theater Dept., guiding 40 students through the history/evolution of electronic media & designing a curriculum that fosters students' growth as both content creators & consumers
  - Purdue University, *Visiting Lecturer*
    - Developed, instructed, & guided upper-level undergrads in the Art Dept. through a hands-on studio curriculum
    - Created instructional content, projects, & assessments on various media, including video production, studio/location-based photography, 35mm up to 4x5 film workflow, & web development/social media
  - Guest Lecturer on media literacy & production at Butler University, Ferris State University, Wesley College, & the University of Michigan

## EDUCATION

- 2007-2010 **Purdue University** **West Lafayette, IN**
- MFA: Electronic & Time-Based Media and Photography*
- Fully funded assistantship teaching Intro & Advanced video production courses to 75-100 undergrad students
  - Advised students before, during, & after they worked on real world, large-scale productions & weekly Big 10 athletic events, including Pope Benedict XVI's mass at Yankee Stadium & CMA Fan Fest, which had over 50,000 attendees
  - Featured Filmmaker: 3-Minute International & River Bend Film Festivals
- 2004-2007 **Purdue University** **West Lafayette, IN**
- BA: Film & Video Studies*
- Distinction, Full Honors, Phi Beta Kappa, & Outstanding Senior

## SKILLS & ADDITIONAL

### Equipment & Software

- 10+ years expertise with broadcast & consumer cameras, specializing in DSLR/Mirrorless & GoPro
- Lighting: comprehensive experience with fresnel, fluorescent, & strobe systems
- Audio: on-board & external recording/mixing systems with post-production sync
- Production Software: Adobe Creative Cloud, focused on Premiere Pro, Final Cut, Photoshop, & GIFs

### Additional

- Nationally touring standup comedian, performing in theaters, clubs, & festivals for over six years
- Twitter Verified with top content reaching approximately 25,000 impressions & 3,000 engagements

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**NOTE** Please let me know when references will be contacted. All of them are more than happy to speak to my experience and abilities; they only request notice from me to expect the call/e-mail.

## REFERENCES

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- Vlad Wielbut**, *Director of Instructional & Computing Services, University of Michigan SPH* **Ann Arbor, MI**
- Email: [wlodek@umich.edu](mailto:wlodek@umich.edu)
  - Office phone: 734-763-6637
- Bill Callison**, *Video Director/Producer, VER* **Internationally Touring**
- Email: [Bcallison@ver.com](mailto:Bcallison@ver.com)
  - Cell phone: 765-404-4393
  - Recent productions:
    - *Fall Out Boy tour (Director)*
    - *Lady Antebellum tour (Director)*
    - *UPenn Commencement (Director)*
    - *Taylor Swift "Speak Now" Tour (Director)*
- William F Cabral**, *Video/Display Technician, Jimmy Buffet Tour* **Nationally Touring**
- Email: [WilliamFCabral@gmail.com](mailto:WilliamFCabral@gmail.com)
  - Cell phone: 765-491-2509
  - Producer/Camera for Marga-Wrigleyville media campaign
  - Former Director of Video, Dearing Group Ad Agency
- Fabian Winkler**, *Chair of Electronic & Time-Based Media, Associate Professor, Purdue University* **West Lafayette, IN**
- Email: [FWinkler@purdue.edu](mailto:FWinkler@purdue.edu)
  - Office phone: 765-494-0160
- Ben Lawton**, *Chair of Italian Studies, Professor, Purdue University* **West Lafayette, IN**
- Email: [Lawton@purdue.edu](mailto:Lawton@purdue.edu)
  - Office phone: 765-494-3860
  - Former Chair of *Film & Video Studies Dept.*