

# John Cessna

JohnCessna@me.com • (574) 606-6504 • 406 Nob Hill Ct, Apt 5, Ann Arbor, MI 48103 • JohnCessna.com

## EXPERIENCE

---

2017-Present  
Ann Arbor, MI

### **Icon Interactive Ad Agency, *Digital Project Manager***

- Produce unique experiential, media, & digital packages for global clients, including S&P 500 companies, professional sporting events, & multi-platinum music artists with key web content reaching audiences of over 1.3 million users per year
- Project manage the full lifecycle of a production, from creative inception to on-site deployment, delivering engaging experiences on time and under budget with time frames as short as 1 week and budgets as high as \$150,000
  - Advanced knowledge of Waterfall and Agile management workflows
- Communicate ideas, visions, & stories with stakeholders & users to collaborate, entertain, & educate via media, increasing engagement, improving access, and growing awareness

2012-2017  
Ann Arbor, MI

### **University of Michigan SPH, *Media Consultant & Project Manager***

- Project managed digital instructional initiatives through planning, production, & distribution with budgets up to \$100,000
- Directed media productions & technology advancements, enhancing the overall level of the school's instructional media footprint with professional, broadcast-level quality content reaching 5,000+ views & broadcast live to dozens of countries
- Deployed multimedia content for residential, online, & flipped courses, surpassing undergraduate enrollment goals by 60%
- Designed, created, & grew media enterprises that drove user engagement in both local & global initiatives, impacting 600 faculty/staff & 1,000+ students every year

2007-Present  
International

### **Contract-Based Media Production, *Various Roles & Highlights***

- 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 110 million times
- Partnered with the Director of the Video Dept. for the rehearsals of Taylor Swift's *Speak Now* world tour
  - Coordinated international logistics, attended departmental meetings, & provided creative input
- Managed all production departments for the YOBI.tv *Dream Maker* web series starring MTV's Audrina Patridge
  - 12 episodes with over 100,000 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 throughout the Midwest, including during the NCAA Final Four, & on social media channels
- Developed & produced TV ad campaigns & in-stadium Jumbotron video for Purdue Athletics
  - Aired nationally on the Big 10 Network & was viewed live by over 50,000 people every week

2010-11, 2015  
Various

### **University Faculty**

- 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 fostered 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, Ferris State, Wesley College, & The University of Michigan

## EDUCATION

---

2007-2010  
W. Lafayette, IN

### **Purdue University**

*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

2004-2007  
W. Lafayette, IN

### **Purdue University**

*BA: Film & Video Studies*

- Distinction, Full Honors, Phi Beta Kappa, & Outstanding Senior

## SKILLS & ADDITIONAL

---

### **Equipment & Software**

- *Cameras:* 10+ years expertise with broadcast & consumer cameras, specializing in DSLR/Mirrorless & Various Stabilizers
- *Lighting:* comprehensive experience with fresnel, fluorescent, LED, & strobe systems
- *Audio:* on-board & external recording/mixing systems with post-production sync
- *Production Software:* Adobe Creative Cloud (focused on Premiere Pro & Photoshop) & Final Cut Pro X
- *Workflow Software:* Basecamp, Harvest, Jira, Slack, Google Suite, & Canvas LMS

### **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

# John Cessna

JohnCessna@me.com • (574) 606-6504 • 406 Nob Hill Ct, Apt 5, Ann Arbor, MI 48103 • JohnCessna.com

**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

---

- 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
- Jonathan Crays**, *Art Director, Icon Interactive* **Ann Arbor, MI**
- Email: [jon.c@iconinteractive.com](mailto:jon.c@iconinteractive.com)
  - Office phone: 734-904-7326
- 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, Kenny Chesney 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