# JEFF JURICA

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## SUMMARY

A driven and forward-looking designer, video producer and junior front-end web developer, with a strong background in video production, motion graphics, front-end web development, web / print design, and event / conference audio / video planning logistics. Brings expertise as a co-founder of an education-centric start-up, providing both creative and managerial skills essential to organizational excellence. Oversees day-to-day efforts, including developing videos and providing direction, in addition to fostering thought leadership by overseeing conferences and other meetings. Excels at fostering success via a multifaceted background.

## EXPERIENCE

### ANTHOLOGY, INC., Boca Raton, Florida || Designer and Coordinator of Special Events, 2019-2023

- Delivered big production videos for large, in-person audiences, social media campaigns and client-facing websites.
- Full-time video production, focusing on motion graphics and editing film.
- Setup, produced, edited and published a library of weekly, live webinars with peers and thought leadership. Responsible for the full webinar process.
- Worked for one year learning to edit websites with WordPress.
- Involved heavily with company's annual conference logistics.
- Worked with remote teams from all over the world and U.S.

### CAMPUS LABS, Buffalo, New York || Designer and Coordinator of Special Events, 2014-2019

- Served as key member of marketing team, focusing on video production and front-end web development.
- Generated promotional videos, edited weekly webinars, and set-up, hosted, and recorded outbound company webinars.
- Helped oversee and manage company conferences, including scaling event to 2,000+ attendees.
- Wrote HTML and CSS for front-end website along side several other web developers and designers in Git environment.
- Helped team rewrite front-end website in NodeJS framework.
- Designed and coded marketing emails for outreach efforts.

## ENTREPRENEURIAL EXPERIENCE

ORGSYNC, INC., Austin, Texas || Co-Founder, VP of Whatever is Needed Most, 2007-2014

- Co-founded web company, creating SAAS model enterprise focused on higher education market.
- Founded marketing department and held multiple positions throughout tenure
- Created web, print, video, and email designs while determining conference logistics and more.
- Pitched company to potential clients and investors.
- Established Vimeo channels as well as marketing platforms for email marketing. Used Pardot and other CRMs for marketing outreach and prospect / sales pipeline and management.
- Built 100-plus custom websites for universities across the U.S.
- Developed and built marketing booth for cross-country sales conferences.
- Designed and published handouts, case-studies, and other informational documents to assist sales team.
- Set-up, hosted, recorded, and produced hundreds of client-featured webinars.
- Built custom websites for clients.
- Self-taught HTML and CSS to build hand-coded websites after working with clients to achieve their vision.
- Managed logistics for company conferences, including A/V staging and logistics for educational sessions while overseeing all PowerPoint and video programming and design.
- Sold company in 2014 and joined Campus Labs.

## ADDITIONAL EXPERIENCE

UT RECREATIONAL SPORTS, Austin, Texas || Graphic and Print Designer at Gregory Gym, 2011

## EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN, Austin, Texas, B.S., Broadcast and Multimedia Journalism 2011

## COMPUTER SKILLS

Adobe After Effects, Premiere, Camtasia, Cinema 4D, Blender, Audacity, Final Cut, Photoshop, Illustrator, InDesign, HTML, CSS, JavaScript, GitHub Environment, React, JQuery, WordPress, Jekyll, Grunt, Bootstrap, Foundation, Inline Emails, Pardot, GoToMeeting, GoToWebinar, MS Office Suite