

# JEFF CAPANELLI

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## MULTI-PLATFORM DIGITAL PRODUCER

📍 LOS ANGELES, CA

### SKILLS:

- Script writing, copywriting
- Deck building and public speaking
- Photoshop, Premiere, Indesign
- Obsessed with Google Docs
- Ability to work under pressure
- Keen understanding of both millennial and Gen-Z audiences
- Video Production
- Audio Production
- Talent and crew management
- Shooting with DSLRs or mobile cameras
- Comfortable working creatively alone or with a team

### EXPERIENCE:

#### GOLDIEBLOX, INC.

Los Angeles, CA

##### ASSOCIATE PRODUCER

Jan 2019 - Present

- Produced and directed a **40 episode season** of *Hack Along with Goldie Blox* (YouTube), the company's flagship franchise + all associated branded content
- Developed, produced, and directed two seasons of *The GoldieSquad Show* (YouTube), a STEM-based variety show for kids featuring influencer talent
- Managed relationship between executive team and key talent

##### PRODUCTION COORDINATOR + DIGITAL STRATEGIST

Jan 2018 - Dec 2018

- Moderated YouTube community, managed channel **as it grew from 100k to 500k subscribers**
- Wrote and coordinated production for two YouTube shows: *Hack Along with Goldie Blox* and *Robot Runway*

#### DISNEY INTERACTIVE MEDIA

Glendale, CA

##### VIDEO PRODUCTION & STRATEGY INTERN

Jan 2016 - June 2016

- Co-produced, wrote, and directed a pilot for *Snap Tonight*, a natively-shot Snapchat variety show
- Produced high performing content across various emerging platforms, including Vine (**600k loops**) and Facebook Live (**100k views**)

#### THE CENTRE COUNTY REPORT

University Park, PA

##### PRODUCER | ANCHOR | REPORTER

Aug 2016 - Dec 2016

- Reported, anchored and produced for weekly 30 minute newscast, broadcast in 500k+ homes across Central PA and live streamed online
- Produced an Election Day 2016 newscast that **went on to win "Best Newscast" at the 2017 Mid-Atlantic Emmy College Production Awards**

#### COMRADIO

University Park, PA

##### PRODUCER: SPORTS, ELECTION 2016

Aug 2013 - Nov 2016

- Produced and hosted weekly live talk show/podcast for four years
- Produced **live Election Night 2016 radio special**, produced live post-debate reaction show (the station's **first ever** Facebook Live stream)
- Wrote columns + TV spots for *NFL Draft Show* and College Football coverage, produced and did play-by-play for Big Ten women's volleyball and PIAA high school sport

### EDUCATION:



#### THE PENNSYLVANIA STATE UNIVERSITY

DONALD P. BELLISARIO COLLEGE OF COMMUNICATIONS

Graduated May 2017

Bachelor of Arts in Broadcast Journalism | Minor in Communication Arts & Sciences

#### UCB THEATRE TRAINING CENTER

New York, NY.....Sketch 101 (Summer 2017), Improv 101 (Summer 2017)

Los Angeles, CA.....Sketch 201 (Fall 2017), Improv 201 (Summer 2019)

