

# JONNY FINITY

New Orleans, LA | (802) 922 7337 | finityjm@gmail.com

**Adventurer.**

**Media producer.**

**Strategist.**

**Storyteller.**

## Work I've done

### Independent

Ongoing

#### *Filmmaker*

- › Write, direct, and produce promotional videos for nonprofit & corporate clients

### Chittenden Solid Waste District

Vermont

2014 - 18

#### *Marketing & Communications Manager*

- › Managed Public Relations, including press releases, media outreach, and on-camera interviews
- › Coordinated & designed creative for multimedia campaigns across all social media channels, websites, and email.
- › Wrote, directed & produced acclaimed local & statewide marketing campaigns
- › Oversaw \$600k marketing budget

### GoBe Foundation

US & Kenya

2013 - 14

#### *Co-Founder & Director*

- › Created branding and marketing strategy
- › Launched a web, social media & email marketing campaign that raised \$15,000 in first month
- › Wrote, directed & produced marketing and outreach videos

### AngloINFO

Malaysia

2012 - 13

#### *General Manager*

- › Designed brand-consistent marketing materials for regional office and clients
- › Implemented optimization strategies that increased web traffic 100% in 3 months
- › Managed editorial and sales force

### Uiduk University

South Korea

2009 - 12

#### *English Professor*

- › Taught graduate-level English debate & composition

### The Mobility Agenda

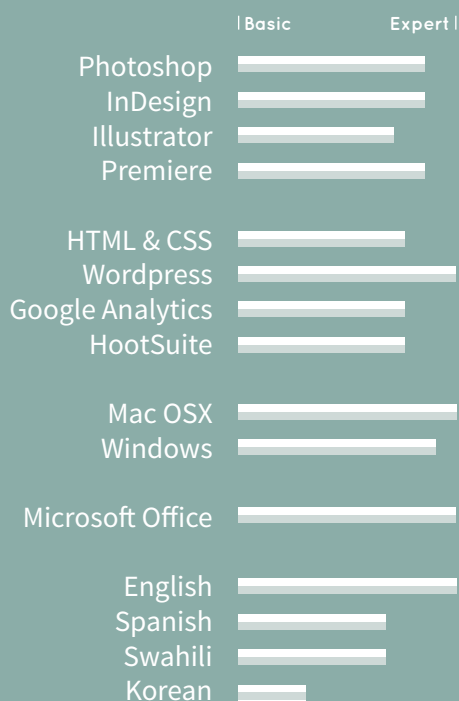
Washington, DC

2008 - 09

#### *Research Associate*

- › Researched, wrote & edited national publications on message framing & communication strategy

## Things I know



## What I studied

**James Madison University**  
Virginia, USA

BBA Financial Economics  
Spanish minor  
*Cum Laude*

**Universidad de Salamanca**  
Spain

Language and art history  
(semester abroad)

**Authority by Copyblogger**

Content marketing &  
copywriting

## Things I'm proud of

I developed & produced *Recycle Like You Live Here*, a multi-platform marketing campaign for the Vermont Agency of Natural Resources. On Facebook, the \$600 ad campaign **reached 36,000 with a click-through-rate (CTR) of 5%**.

I created *Show Your Bounty*, an annual Facebook photo competition for Green Mountain Compost which **drove 17,000 engagements in one month**—with an ad budget of \$200.

I implemented content & design changes for CSWD email campaigns that **increased open rates by 5% and CTR by 277%**.

I developed targeted pre-buy marketing campaign that **increased Green Mountain Compost annual sales by 4.6%**.

**I won Hometown Media Award** in a national video competition from the Alliance for Community Media.

I recruited 8 professional artists to paint murals on 22-foot long recycling containers. **The Art of Recycling earned universal praise in state & local media** and continues to see significant community engagement.

**I filmed, edited, and produced documentary films** for VSA Vermont, featuring new programs that promote access to the arts for people with disabilities.

I wrote, directed & produced *The Gauntlet*, **a 30-minute film set in South Korea** with an international cast of over 20 actors & crew.

I organized GoBe Challenge Day, **a 24-hour live social media fundraiser** in which viewers bid up to \$1,500 to challenge the co-founders to complete uncommon tasks.

## For fun

**Peace Corps Volunteer in Kenya, 2005 - 07**

**Currently renovating a 1976 Airstream Sovereign**

**Certified in SCUBA and freediving**

**Finished the Marine Corps Marathon in Washington, DC.**

**Climbed Mount Kenya**

**Won two high school soccer state championships in Virginia**