

Jason Pratt

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Experience

Multimedia Production Specialist, The Florida Times-Union and Jacksonville.com, 2004 - 2010

- Produced award-winning multimedia for print and online editions of The Florida Times-Union and Jacksonville.com.
- Conceptualized and shot journalistic video using numerous audio/video recording devices in order to achieve the greatest results. Then edited and produced with Final Cut Pro and published to the web the same day to meet deadlines.
- Captured news, studio and feature photos of a variety of subjects using many available and created lighting conditions.
- Recorded audio and shot photos in order to create multimedia slideshows through the use of Soundslides.
- Taught photographers and reporters throughout the newsroom audio, video and multimedia techniques and methods, along with the multimedia editing applications Final Cut Pro, Soundslides and Audacity.
- Covered live events using services such as twitter and Ustream to get the latest news, photos and videos to the public.
- Maintained daily online photo and video content on Jacksonville.com and promoted them and The Florida Times-Union using social media networks such as Facebook and Twitter.
- Had the opportunity to meet and communicate face to face with new people each day in a highly interactive environment.
- First Place, Florida Society of News Editors, Online Slideshows: "The Littlest BMX Racer," Jacksonville.com, 2008

Multimedia expert, University of North Florida, 2007 - present

Teach students of Dr. Paula Horvath-Neimeyer's Applied Journalism course the best story-telling methods for capturing audio and photos for multimedia projects they create using Soundslides and Audacity, after being taught both applications.

Web developer and web chairman, LPCjax.org, 2009 - present

Designed and maintain a website for Lakewood Presbyterian Church, LPCjax.org, which includes an interactive web environment through the use of blogs, music, photos, videos and social media networks.

Digital Scribe, Social Media Club of Jacksonville, 2010 - present

Document, edit and publish photos and videos at the group events and coordinate with other members to promote and share this content through social media networks such as Facebook, YouTube, Flickr and Twitter.

Multimedia workshop instructor, Florida Society of News Editors, 2008

Taught journalists from all over Florida how to quickly create multimedia slideshows for the web, using Soundslides.

Freelance photographer/videographer, 2004 - present

Clients include: Newsday, Toshiba, Dodge, Macy's, The Apprentice, Woman's World, Jacksonville Public Library Foundation, American Federation of Teachers, Cornell University

Host of 'Exiled,' 2002

The Season 2 host of Zilo Network's college-produced "Survivor-like" series shot in North Carolina. Entertained large audiences and worked on the promotion for the first ever reality competition show created by and for college students.

Education

University of North Florida, 2004

Bachelor of Science in Communications, studied digital video production, photography, multimedia and web design.

Skills

Life: Communicating and working with others, using social media networks, teaching individuals and groups, organizing events, being self-motivated, smiling

Technical: Final Cut Pro Studio, Adobe Photoshop, Apple Keynote, Adobe Premiere Pro, Audacity, Soundslides, Content Management Systems, CSS, XHTML (Proficient on Mac OS, Windows OS, mobile operating systems)