

Jack Rodgers

Media Director / Public Affairs / Visual Journalist

jackrogersmedia@gmail.com

630-842-2275

www.jackrogersphoto.com

Ogden, UT. Available for work throughout the U.S.

Skills/Licenses/Certifications:

Brand Narrative Development, Video Production, Social Media Management, Paid Advertising Campaigns, Website Development, Media Library Management.

Adobe Creative Suite, DaVinci Resolve, Sony, Canon & Nikon DSLR, mirrorless and cinema camera workflows.

Emergency & Crisis Communications, Public Relations.

Wilderness First Responder (Wilderness Medical Associates), Leave No Trace Master Educator, Search and Rescue.

Type 2 Wildland Firefighter.

FAA Certified Small Unmanned Aircraft/Drone Pilot.

United States Air Force:

Reservist, 419th Fighter Wing, Hill Air Force Base. Public Affairs Specialist, Delivers strategic multimedia in support of fighter wing operations.

Education:

M.S. Integrated Marketing Communications (Degree in progress).
Reed College of Media, West Virginia University.
Anticipated graduation date: Spring 2025.

B.A. Journalism and Mass Communication.
College of Liberal Arts, University of Minnesota - Twin Cities.
Degree Earned Spring 2020.
Minor: Environmental Science, Policy and Management.

Defense Information School. Fort Meade, Maryland, 2023.

Experience:

Jack Rodgers Media

Contract Marketing Specialist and Visual Journalist

May 2020 - Present

Delivers a diverse range of editorial and strategic creative services to accomplish clients' goals. Includes editorial visuals and strategic marketing to craft compelling narratives that resonate with audiences across platforms.

Philmont Scout Ranch

Marketing Manager

Sept. 2020 - Nov. 2022. Contracted: May 2023 - Aug. 2023.

Developed strategic marketing plan and creative vision for promoting Philmont's world-class youth development and outdoor leadership programs. Delivered creative content across a diverse spectrum of digital and print platforms including multiple websites and all major social media channels. Prioritized an authentic platform for our audience to connect with. Operated as the Ranch's lead photographer, video producer and editor. Other duties and highlights include:

- Managed and developed a 17-person summer seasonal marketing and photography services team.
- Integrated with the Boy Scouts of America's national paid and organic advertising campaigns.
- Analyzed social media metrics to adapt content to meet the needs of an evolving media landscape.
- Collaborated with in-house retail operation to develop a new online sales approach.
- Emergency and crisis communication for the local community. Promoted fire disaster relief fund while contributing to firefighting efforts.
- Promoted COVID-19 safe practices online and on-site for operations at the height of the pandemic.

- Annual Facebook and Instagram reach totaled over 1.8 million unique users.
- Monthly website traffic totaled more than 35,000 unique users: www.philmontscoutranch.org
- Launched new online newsroom and historical archive: www.philmontstories.org
- Executive Producer on two seasons of the first-ever Philmont podcast: Hike On
- Executive Producer on two issues of new annual magazine: Scouting Paradise
- Co-directed and advertised first-ever Philmont trail race series which sold out its inaugural event.

Philmont Scout Ranch is the largest high adventure base owned and operated by the Boy Scouts of America and delivers wilderness and learning adventures that last a lifetime. The Philmont spirit of adventure inspires over 20,000 annual participants and has impacted over one million lives since its inception in 1938.

Additional Experience:

Star Tribune

Photo/Video Practicum Intern

Jan. 2020 - May 2020

Produced narrative photo and video content for online and print distribution. Responsible for covering news, features and athletics in and around Minneapolis and St. Paul, Minnesota.

Twin Cities Pioneer Press

Intern Photojournalist

Sept. 2019 - Dec. 2020

Produced narrative photo content for online and print distribution. Responsible for covering news, features and athletics in and around Minneapolis and St. Paul, Minnesota.

Minnesota Daily

Multimedia Editor, Staff Photographer

Aug. 2017 - June 2020

Provided guidance to the Minnesota Daily on best photojournalistic practices and visual coverage. Oversaw training and operations for 6-7 multimedia staff. Organized, delegated and gave feedback on daily photo assignments.

Travel Young Outdoor Adventures

Videographer, Photographer and Trip Guide

Oct. 2016 - May 2017

Travel Young Outdoor Adventures was a student run start up that provided easy, affordable travel opportunities for college students at the University of Minnesota. Planned and lead 2-7 day outdoor-focused trips. Created marketable photo and video content for dissemination on social media.

Contractual Experience/Skills

BBC World News, 2020

Video journalist that documented Minneapolis' protests in June 2020. Collaborated for international product delivery.

Huai Kha Khaeng Wildlife Sanctuary, Thailand, 2020

Wildlife Survey Techniques, Camera Trapping, Mist Netting, Home Range Densities.

Adventure MN Films, 2019

Assisted in the production of an online video series about ice climbing in Minnesota.

Honors/Awards:

Eddie Adams Workshop XXXIII

U.S. Air Force Reserve New Photographer of the Year (2024)

Visual MN College Photographer of the Year (2018, 2019)

Associated Collegiate Press, 1st Place, Breaking News Photo (2020)

College Media Business and Advertising Managers, Best Self-Promotional Video Ad (2019)

References:

Shelley O'Neill

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2020 Pulitzer Prize Finalist in Feature
Photography, 2017-18 John Simon
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