

Jacob Stone

Videographer & Content Creator

I'm a versatile videographer and content creator with over a decade of experience producing impactful video content from branded storytelling and animated explainers to corporate training and YouTube videos combining creative vision with technical expertise to bring ideas to life across platforms.

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SKILLS

Editing

Cinematography

Storytelling

Animation

Motion Graphics

Color Grading

Directing

Lighting

Camera Operation

Adobe Creative Cloud

Scripwriting

Voiceover

Vyond

Davinci Resolve

Storyboarding

WORK EXPERIENCE

Videographer & Content Creator Freelance

08/2010 - Present

Achievements/Tasks

- Produces a variety of video projects, including commercials, films, music videos, and web series, overseeing all stages from pre-production to post-production
- Designs motion graphics and visual effects to enhance storytelling and viewer engagement across multiple platforms
- Serves as cinematographer on diverse projects, crafting stunning, story-driven visuals through expert use of lighting, composition, and camera movement
- Operated cameras and edited footage for two television shows, totaling 19 episodes, ensuring broadcast-quality standards
- Edited a documentary film that received 27,000 views on Facebook and won the People's Choice Award at the Lights. Camera. Help. Film Festival

Instructional Designer/LMS Admin LogicMonitor

08/2022 - 08/2025

Achievements/Tasks

- Produces brand-aligned video content for internal marketing, sales enablement, and product education—impacting over 200+ sales reps and contributing to \$175M ARR growth
- Creates visually compelling animated explainers with Vyond and After Effects to simplify technical concepts into engaging brand stories for diverse global audiences
- Works cross-functionally with marketing, creative, and product teams to plan, iterate, and finalize high-impact video deliverables on deadline
- Uses Premiere Pro and After Effects for seamless post workflows for cutting interviews, b-roll, screen captures, and animations into cohesive brand-aligned content
- Creates interactive eLearning courses using Articulate 360 for internal training for a sales organization of over 200 sales reps that ensures consistency with brand messaging and objectives
- Manages content and courses in Showpad learning management system for sales organization

WORK EXPERIENCE

Instructional Designer

UpEquity

10/2021 - 06/2022

Achievements/Tasks

- Developed short-form training videos incorporating motion graphics to support sales and mortgage education
- Created eLearning and other multimedia assets for training various sales reps
- Utilized Adobe After Effects and Premiere Pro to create engaging visual content aligned with instructional design principles
- Coordinated with stakeholders to gather feedback and iteratively improve video content for clarity and impact
- Implemented efficient workflows for video production, ensuring timely delivery of high-quality materials

Instructional Designer

GoDaddy

04/2020 - 05/2021

Achievements/Tasks

- Produced video and eLearning training content for product onboarding, incorporating animations and voiceovers to facilitate learning
- Collaborated with subject matter experts to script and storyboard instructional videos, aligning with learning objectives
- Managed the end-to-end video production process, from planning and shooting to editing and final delivery
- Ensured all video content adhered to brand guidelines and met accessibility standards

Instructional Designer

HCA Healthcare

04/2019 - 10/2019

Achievements/Tasks

- Produced short videos and motion graphics for eLearning modules, helping train clinical staff in graduate medical education
- Created SCORM-compliant course content integrating custom visuals, animations, and audio
- Recorded and edited high-quality voiceover tracks, aligning audio with visuals for cohesive learning experiences
- Assisted in managing video production studio, overseeing lighting, sound, and camera setup
- Collaborated with SMEs to visualize educational content through video, ensuring clarity and learner engagement

Multimedia Education Producer

Abbott/St. Jude Medical

10/2016 - 02/2019

Achievements/Tasks

- Designed and developed interactive training modules for internal systems and medical device training
- Produced video-based content using Camtasia and Adobe Creative Cloud, incorporating motion graphics and voiceover
- Created concise explainer videos using Adobe After Effects for systems training
- Collaborated with internal teams to storyboard and script content based on technical subject matter
- Ensured all video content met accessibility, brand, and corporate standards
- Managed video production studio and kept inventory of all equipment

EDUCATION

Masters of Arts in Adult Education and Community Technology

Indiana University of Pennsylvania

05/2011 - 08/2012

Bachelors of Science in Communications Media

Indiana University of Pennsylvania

09/2008 - 05/2011