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Work Experience

10/2021 - Present

Producer/Director

PowerNation Studios

Franklin, TN

PowerNation Studios is a full-service television marketing and media company specializing in automotive content. PowerNation has over 30 years of experience producing enthusiast programs for ESPN, ESPN2, Outdoor Channel, Spike TV, NBCSN, and CBS Sports Network. As director/producer, I oversee and execute the production of an automotive television show, Detroit Muscle. Monday - Friday, my 3 team members and I are dug into a creative foxhole, battling time and budget to deliver a top-notch how-to car/truck building program. For my part, I lead the charge as a writer, shooter, editor, and producer while working to harness the exceptional skills of two vehicle-van Goghs, along with an excellent videographer, to make something worthwhile.

7/2016 – 6/2020

Multimedia/Video Production Designer

Dippin' Dots, Inc.

Paducah, KY

For more than thirty years, Dippin' Dots has been a unique frozen treat that kids and adults enjoyed while at popular family fun destinations. My role as their Multimedia/Video Production Designer was to create and distribute digital content and help manage the company website and social media channels. Dippin' Dots franchisees serve ice cream in major sports arenas and venues across the globe. So, I was also responsible for creating animated menus and videos for concessions, scoreboards, and jumbotrons in every major arena in North America.

1/2010 – 7/2016

**Producer/Director/Instructional Designer
West Kentucky Community & Technical College
Paducah, KY**

West Kentucky Community & Technical College is one of the Aspen Institute's top 5 community colleges in the nation. Initially, I produced and directed promos and corporate-style videos. As the learning landscape shifted, WKCTC began enhancing its online courses, so they asked if I would attend graduate school at Western Kentucky University to learn Instructional Design. Always eager for a new challenge, I agreed. Instructional Design, combined with my previous knowledge and experience, helped me make their online courses more captivating and entertaining. Little did I know that the lessons I learned from Instructional Design would prove invaluable to my career. Not only did I better understand the importance of the user experience on the web, but I also learned to properly manage site flow and reduce the number of clicks required to achieve your goal.

5/2009 – 07/2014

**After Effects Trainer/Promo Director/Producer/Shooter
Digital Juice, Inc.
Orlando, FL**

Digital Juice is the online leader in royalty-free professional animations, stock footage, music, graphics, and design templates. No two days at Digital Juice were ever the same. Some days called for me to be the producer of a big-budget spot requiring ten-thousand-watt lights, bulletproof glass, and fire extinguishers armed and ready. On other days, I would quietly record tutorial videos in a sound booth, demonstrating how to install and use software and templates. I also was their spokesperson, appearing as on-camera talent for product release videos. One of my proudest moments at Digital Juice came when I had to create a promotional video as a one-man band, shooting, editing, directing, and starring in the video. You can check that out by visiting this URL here: <https://vimeo.com/582230656> If I get the opportunity to interview with you, I have a very interesting story about that production.

7/2007 - 5/2009

**Director of Production
Moore and Scarry Advertising
Fort Myers, FL**

In 2009, Moore and Scarry Advertising was the largest advertising agency in Southwest Florida, billing over 50 million dollars annually. Their client list spanned from the most prominent automotive dealer groups in the US to the Jacksonville Jaguars. At twenty-seven years of age, I was promoted to become the youngest Director of Production in agency history. I oversaw all aspects of video and radio production, ensuring all spots were high-quality and delivered on deadline and within budget. I served as the director of photography and lead editor on all productions for MSA and managed the video department and post-production pipeline.

8/2003 - 6/2007

**Commercial Producer/Creative Services
WPSD News Channel 6
Paducah, KY**

WPSD is a top 75 news market NBC affiliate, and during my tenure, I wrote, directed, produced, edited, and did voice-over work for regional and local commercial clients. Dippin' Dots Inc., one of the world's largest ice cream distributors, was among them. Ads I shot, directed, and produced for Dippin' Dots aired nationally on A&E, in movie theaters across the US, and every major sports stadium in North America. At the time, I had no idea that I would one day become a full-time video producer for Dippin' Dots. Funny how things can come full circle in your life.

Education

Western Kentucky University
Graduate School - Online Learning Education Certificate
Bowling Green, KY

Eastern Kentucky University
Bachelor's Degree in Broadcast Journalism
Richmond, KY

Paducah Community College
Associates Degree Communications
Paducah, KY

Licenses & Certifications

School of Motion Online Courses - www.schoolofmotion.com

Advanced Motion Methods <https://www.schoolofmotion.com/advanced-motion-methods>

Character Animation <https://www.schoolofmotion.com/character-animation-bootcamp/>

Animation Bootcamp <https://www.schoolofmotion.com/animation-bootcamp>

Design Bootcamp <https://www.schoolofmotion.com/design-bootcamp>

More certifications are available via Linked In - <https://www.linkedin.com/in/jonwilliamwalker/>

Skills/Experience

I have vast experience in many facets of video/multimedia production, creating content for online and physical media distribution. Listed below are some of the software and work environments that I have excelled in throughout my career.

Adobe Production Suite: All-Star

Animation/3D: Dynamo

Video-Production: Vanguard

Microsoft Office: Maestro

Social Media: Savant

DJI Drone Pilot: Daring/Dependable

Film/TV Set: Superstar

Voice-Over/On-Camera: Captivating

Public Speaking: Phenom

Client Relations: Reliable

Management Style: Methodical Motivator

Team Player: Tactful

Work Ethic: World-Class (I was injured during a shoot and had to get 7 staples in my scalp. I received medical treatment and returned to work to finish the day)

Awards

National Council for Marketing & Public Relations Award Winner – 2010, 2011, 2012, 2013

Eastern Kentucky University School of Communications Hall of Fame Inductee - 2009

Telly Award Winner – 2008/2009

Associated Press Broadcaster's Association Award
First Place Human Interest Story - 2003

Chris Schulte Media Scholarship/Presidential Scholar - 2001

IMDB Credits

https://pro.imdb.com/name/nm11822646?s=98c5cb11-e9ee-3525-ab14-c330a08e3b3b&site_reference=normal

References

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