

# JACOB FRETWELL

[PORTFOLIO](#) | [YOUTUBE](#) | [LINKEDIN](#) | [INSTAGRAM](#)

## SKILLS

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- Videography (Handheld, 360°, Action Camera)
- Social Media Management (Sprout, HeyOrca, Hootsuite)
- Social Media (YouTube, Instagram, Facebook, Twitter, LinkedIn, Threads, TikTok)
- Video Editing (DaVinci Resolve, Premiere, CapCut)

## EXPERIENCE

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**Social Media Specialist, YMCA of South Florida, Fort Lauderdale, FL** DEC 2025 – PRESENT

- Lead social strategy across 8 YMCA of South Florida accounts (per Instagram, Facebook), fostering wellness and culture across Broward and Miami-Dade County.
- Activate South Florida families via short-form videos captured at local family centers and at community events.
- Analyze social media performance via Sprout to inform location-specific digital content strategy.

**Content Creator/Cinematographer/Social Video Editor/ Photographer, Freelance** JAN 2020 – PRESENT

- Capture real, impromptu moments with handheld, 360°, and action cameras to highlight how connected the world is even when you feel alone.
- Consult local businesses on-site and boost their social presence through short-form video and photography in the following sectors: Entertainment, Health & Fitness, Retail & Consumer Goods, Food Service, Automotive, Real Estate, and Construction.
- Developed full-production workflow for on-the-go cinematography and industry-standard editing workflow across Adobe Premiere Pro, After Effects, DaVinci Resolve, Canva, Affinity, CapCut, and TikTok Editor.

**Social Media Manager, BrandStar Entertainment, Deerfield Beach, FL** SEP 2024 – NOV 2025

- Planned and executed digital marketing campaigns by tapping into trending topics, resulting in a 70% increase in Instagram followers and generating over 5 million engagements.
- Capture photo and video content with industry-standard camera gear and mobile tools, producing platform-optimized content for social and digital marketing campaigns to support national programming.
- Foster community-driven stories alongside production crews, volunteers, and local contractors at veteran home makeover sites nationwide, supporting the creative direction of Lifetime-aired shows on-location.

**Executive Producer, GHQuest Podcast, Gainesville, FL** AUG 2023 – MAY 2024

- Produced and edited 17 podcast episodes with Adobe Audition, managing all aspects of post-production including weekly distribution across Spotify and GHQ's mobile app resulting in over 20,000 downloads.
- Hosted and facilitated studio recording sessions, maintaining a weekly production schedule while crafting compelling, improvised narratives that connected with both cast and listeners.
- Led promotional efforts across socials and local radio, creating original graphics and soundbites; coordinating advertising, and organizing the podcast's appearance on a panel to facilitate community engagement.

## EDUCATION

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**Bachelor of Science in Media Production, Management, & Technology**

University of Florida, Gainesville, FL

- Minor in Communication Studies