

Jon Zmikly

SENIOR LECTURER, TEXAS STATE UNIVERSITY

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EDUCATION:

Master of Arts, Texas State University-San Marcos, San Marcos, TX; May 2009

Major: Media Studies

Concentration: New Media

Bachelor of Applied Arts, Central Michigan University, Mount Pleasant, MI; December 2006

Major: Broadcast and Cinematic Arts

Minor: Media Design, Production & Technology

PROFESSIONAL EXPERIENCE:

Adjunct / Senior Lecturer; August 2009 – present

Texas State University, School of Journalism and Mass Communication, San Marcos, TX

- Assisted in the development of new major, Digital Media Innovation, focused on digital technology, media, data, entrepreneurship and innovative tools for new media storytelling
- Content manager for website, blog and social media for the department, including planning, strategy, content creation and managing student workers
- Serve on Mass Communication Week and Alumni committees to bring digital representation to invited speakers and events. Live Streaming Lead for events and speakers
- Courses include Web Design & Publishing, Writing for the Mass Media, Media Design, Fundamentals of Digital and Online Media, Digital Tools: Virtual Reality & 360 Video, Digital Media Ethics, Digital-First Mindset

Freelance Multimedia; March 2004 – July 2016

Jon Zmikly, San Marcos, TX

- Design and develop websites for non-profit and commercial groups using Adobe Creative Suite for a rich and engaging user experience using video, social networking, and interactivity

Executive Producer/Advisor, Studio B; August 2008 – August 2010

Student Television at Texas State, Texas State University, San Marcos, TX

- Creator of university's first student-run magazine-format show, totaling over 40 members and ten episodes
- Organize 30-minute episodes featuring interviews, political humor, entertainment and local music and events

Graduate Teaching Assistant; August 2007 – May 2009

Texas State University, School of Journalism and Mass Communication, San Marcos, TX

- Taught writing techniques and assisted composition of print, web and broadcast news stories
- Graded assignments and tests, focusing on news style, AP style and grammar, spelling and punctuation

Executive Producer, Bobcat Update; August 2008 – December 2008

School of Journalism and Mass Communication, Texas State University, San Marcos, TX

- Assigned news stories to students in TV News class and taught nonlinear editing using Final Cut Express
- Created rundown, wrote teases, and organized show elements for 15-minute news program airing biweekly

Promotional Assistant; May 2007 – January 2008

CBS Radio, WOMC-FM, Oldies 104.3, Ferndale, MI

- Endorsed and promoted station during special events
- Interviewed listeners and uploaded multimedia onto station website daily

INTERNSHIPS:

Multimedia Intern; August 2009 – August 2010

San Marcos Community Church, San Marcos, TX

- Webmaster, social media manager and graphic designer for local congregation, incorporating Google Analytics and interactive social networking tools such as Wordpress, Twitter, Facebook, and YouTube

Blogger Intern; September 2008 – March 2009

Interactive Department, SXSW, Austin, TX

- Wrote blog posts on tech news, upcoming events, and answered frequently asked questions about the conference
- Participated in weekly tech and panel meetings to prepare for the SXSW Interactive festival

Newsroom Intern; January 2006 – May 2006

WWTW & WWUPTV, 9 and 10 News/Heritage Broadcasting, Cadillac, MI

- Wrote stories and assisted reporters on stories
- Utilized nonlinear editing software to create packages for broadcast

Production Department and Newsroom Intern; May 2005 – August 2005

WOOD/WOTV/WXSP, WOOD TV 8, Grand Rapids, MI

- Worked with production crew in studio and generated computer graphics and name keys for evening news
- Followed stories and wrote script with reporters and produced package on temporary police station

ACHIEVEMENTS AND LEADERSHIP EXPERIENCES:

Keynote Speaker: 14th Annual PACE Advising Conference; Texas State University 2017

College-Level Runner-Up & Department Honor: Presidential Award for Excellence in Service; Texas State University; 2015

Invited Speaker: Social Media & Branding Presentation; L3 Organization; 2015

Department Honor: Presidential Award for Excellence in Teaching; Texas State University; 2014

Panelist: Hybrid Teaching Challenges and Successes: Fundamentals of digital and online media; Designs on eLearning Conference; September 2014

Panelist: New Media, New Technologies; Tech Tools at Texas State University; May 2014

Presentation: The Power of Social Media; Alpha Xi Delta Sorority; February 2014

Panelist: Revolutions; KUT Austin's Views and Brews; September 2013

Presentation: iPad for Teaching and Learning; Texas State University; San Marcos, TX; May 2013

Invited Talk: Your Future Digital Career; Mass Communication Learning Community at Texas State University; April 2013

Presentation: iPad for Teaching and Learning; Texas State University; San Marcos, TX; May 2012

Presentation: Social Media Engagement and Integration; Bootstrap Interactive; Austin, TX; June 2011

National Association of Hispanic Journalists Workshop: Taught Workshop in Final Cut Express; February 2010

Panelist: National College Media Conference; October 2009

Outstanding Graduate Assistant: School of Journalism and Mass Communication; April 2009

Outstanding Graduate Student: School of Journalism and Mass Communication; April 2009

Second Place in Journalism Category for Student Project: AEJMC Best of the Web; 2009

First Place in Magazine Format Show for Studio B: NBS Regional Conference; May 2008

President: Student Television at Texas State; Fall 2008 – May 2009

Be A Bobcat Award: Texas State University-San Marcos; Fall 2008

President: Standing in the Gap Christian Fellowship; Fall 2004 – Spring 2006

Student Representative: Media Design, Production, and Technology Minor; Fall 2005 – Spring 2006

INTERNATIONAL EXPERIENCE

South Korea: Leisure Trip; Summer 2012

Japan: Leisure Trip; Summer 2016

Tijuana, Mexico: Compañeros en Ministerio Missions Organization; Spring 2004 / 2005 / 2006

MEDIA COMPETENCIES

Proficiency: Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Final Cut Express, iMovie, HTML, CSS, Wordpress CMS, Web Design, Public Speaking & Presenting

Novice Level: JavaScript, AutoPano Video Pro, AutoPano Giga, Adobe Illustrator, 360 Video Storytelling, Google Analytics, Google Fusion Tables, UX, Facebook Insights, Twitter Analytics, Hootsuite, Drones, Data Journalism & Visualization

Basic Functionality: PHP, Google AdSense, Python, d3.js