

Jorge Gomez

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Director of Multimedia

Audience-focused, culturally attuned multimedia leader with 20 years of experience across professional sports, cable networks, and nonprofits. Skilled in driving impactful organizational outcomes through strategic multimedia production, news-centric content development, and compelling storytelling. Recognized for creating visually engaging, inclusive content that resonates with diverse audiences, meeting organizational communication goals and deadlines.

Areas of Expertise

Video Production | Cross-Departmental Collaboration | News Video Production & Multimedia | Video Editing & Cinematography | Color Correction | Audio Mixing | Script Writing | Content Delivery | Social Media | Broadcast Production | Journalism Skills | Audience Engagement | Lighting Design | Public Speaking

Professional Experience

Kean University, Union & Jersey City, NJ

Present

Associate Director of Multimedia, Office of University Relations

Lead Kean News multimedia programming and editorial workflows for University Relations. Supervise a three-person team and align locally relevant stories with organizational and audience priorities.

- Research and develop story opportunities across education, research, arts, civic engagement, and public impact, shaping programming priorities.
- Manage assignment planning, production scheduling, deadlines, editorial review, and multi-platform delivery; built a workflow clarifying ownership and approvals.
- Use social media analytics, engagement metrics, and audience data analysis to evaluate performance and inform programming and distribution decisions.
- Developed multimedia content generating more than 150,000 views across social media platforms; use engagement metrics and audience data analysis to evaluate performance and inform story development and distribution decisions.

Catalyst, New York City, NY

November 2023 - October 2024

Senior Associate, Multimedia

Led project management and video production for multimedia projects, impacting a global base of 400 Supporters and aligning with Catalyst's mission to advance women in the workplace. Managed all aspects of news-driven multimedia production, aligning content with organizational goals and delivering high-impact storytelling to diverse audiences.

- Produced award spotlight videos for winners such as Zoetis and Sephora, highlighting DEI initiatives and showcasing individual stories
- Created spotlight videos for large in-person events, generating an estimated \$5,000,000 in revenue and reaching an audience of 200,000 through impressions. Achieved a 77% increase in engagement from the prior year, using videos across social media and future product promotions
- Utilized project management skills to coordinate multiple content streams, meeting over 100 deadlines using tools like Asana for effective workflow management.

Viacom, New York City, NY

August 2018 - January 2023

Cinematographer

Led the video production team for Viacom's digital content on YouTube, contributing to BET's (Black Entertainment Television) 4.62M subscribers and MTV's 11.1M subscribers.

- Operated ENG and cinema-style cameras, including Canon C300 Mark II and Arri cameras, capturing high-quality footage.
- Applied advanced 3-point lighting techniques using Lite Panels and Aperture 300D to create visually stunning interviews and green screen content.
- Managed the planning, shooting, and editing of digital content, ensuring alignment with brand identity and delivering timely, compelling visuals.
- Served as Director of Photography for YouTube content such as BET's "Rate the Bar," "Cooked in 5," and "BET Awards" digital videos, generating 10.9 million views on YouTube.

Octagon Agency, New York City, NY

April 2016 - January 2023

Editor, Cinematographer

Identified and resolved issues quickly during the creative process, fostering collaborative, results oriented communication.

- Worked closely with cross-departmental teams to develop multimedia content that aligned with brand goals, consistently achieving high engagement rates across social media platforms.
- Produced innovative video content for social media, resulting in 20,000 views on Instagram and 30,000 impressions across other channels.
- Crafted compelling narratives that engaged and inspired audiences, contributing to several successful brand campaigns.

iOne Digital Media, New York City, NY

September 2021 - March 2022

Editor, Cinematographer

Procured and incorporated B-roll footage to enhance storytelling, adding visual dimensions to video content.

- Selected and organized footage to align with key narrative elements, managing multiple projects under tight deadlines with precision.
- Led technical aspects of video production, including camera positioning and lighting, to capture high-quality visuals even during high-pressure events.

BronxNet Television, New York City, NY

September 2005 - January 2022

Editor, Cinematographer

Maintained artistic innovation and beauty in video content, fostering creativity and imagination.

- Guided videos from conception to completion, ensuring all creative and technical aspects were executed, resulting in a \$100,000 profit gain.
- Collaborated with external vendors to deliver essential storytelling concepts efficiently and effectively.

Awards & Recognition

- New York Emmy Nominee - Education category, Kean University / SENAI Brazil short (2026)
- Official Selection - Atrevidos, NBC News' Meet the Press Film Festival with AFI (2019)
- Additional recognition - 12+ film-festival selections and multiple category nominations

Education & Certifications

Master of Fine Arts (MFA) Documentary Studies
City College of New York

May 2019

