

Jason Chavira

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PROFESSIONAL SUMMARY

Creative multimedia professional specializing in graphic design, video editing, and visual storytelling. Experienced in producing brand-aligned content for social media, digital platforms, and promotional campaigns. Strong understanding of creative workflows, audience engagement, and delivering polished work under tight deadlines.

EDUCATION

Cullen College of Engineering, Technology Division, University of Houston | Houston, TX **May 2025**
Bachelor of Science in Digital Media Strategies
Minor in Technology Leadership Innovation Management

EXPERIENCE

Champion Forest Baptist Church | Houston, TX **May 2025 - July 2025**

Media + Tech Intern

- Directed high-stakes live service broadcasts by managing seamless transitions in ProPresenter, integrating lyrics, video assets, and sermon notes.
- Engineered live audio and in-ear monitor (IEM) mixes for band rehearsals and services, ensuring balanced sound output and precise gear placement.
- Spearheaded technical logistics for summer camp productions by developing comprehensive input lists, managing audio gear inventories, and coordinating hardware requirements including DI boxes and cabling.
- Supported multicam directing by executing live camera transitions, dissolving graphics, and keying in lyrics and names for broadcasts.

American Marketing Association - University of Houston | Houston, TX **September 2024 - December 2024**

Technology Intern (Awarded 2nd Place Int'l Collegiate Competition for Best Recruitment Video)

- Increased 5000% in engagement across Instagram and TikTok by capturing, editing, and presenting pictures and videos to recap weekly meetings and events.
- Collaborated with a team of 4 to develop 4 social media campaigns to promote the chapter and increase reach and member retention.
- Planned and executed a Halloween social media campaign that garnered over 1500 views and 60 interactions.

Cougar Creative | Houston, TX **February 2023 - December 2023**

Intern (Hot Pot City)

- Managed a digital “reopening” Instagram campaign during a major renovation, coordinating with a 5-person team to create content from business archives and custom designs to maintain brand momentum.
- Designed high-impact social media posts tailored to attract local food influencers, resulting in organic third-party coverage that garnered over 3,000 Instagram interactions.
- Captured and edited content into a repository of photos and videos to be used for future social media posts.

Intern (Queue)

- Developed and executed targeted marketing campaigns for the app “Queue,” driving a 500% increase in downloads and customer engagement.

- Utilized guerrilla marketing on the UH campus that increased over 100 downloads, boosted interest, and adoption.
- Represented the app through word-of-mouth, effectively communicating its value and creating personal connections with potential users.

SCRWD.WRLD Collective (skrood-world)

2022 - Present

Creative Director

- Led the end-to-end visual identity for an independent music collective, ensuring a cohesive brand aesthetic across streaming platforms like Spotify, Apple Music, and YouTube.
- Directed location-based photoshoots, managing talent and creative settings to produce high-fidelity marketing assets that showcase brand diversity and artistry.
- Composed and produced original instrumental tracks for multiple album releases, blending technical sound design with strategic creative direction to define the group's unique style that garnered 100+ streams.

PROJECTS

American Marketing Association International Collegiate Conference

November 2024

Best Recruitment Video

- Served as the lead voiceover talent, utilizing creative improvisation to align the video's narrative with the organization's brand tone and energy.
- Directed and supported the filming and post-production editing process, ensuring precise pacing and clear information conveyance to maximize viewer retention.
- Achieved 2nd place in the International Collegiate Conference against 400+ AMA chapters nationally.

TECHNICAL SKILLS

Languages

- **Bilingual:** English (Fluent), Spanish (Fluent)

Creative & Technical Tools

- **Video & Design:** Adobe Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, CapCut, Canva, Webflow, Esko ArtiosCAD
- **Music & Sound Creation:** Logic Pro X, Ableton Live, Serato Studio, Splice, Spitfire Labs, Vital
- **Productivity:** Microsoft Office 365
- **AI & Marketing Tech:** Adobe Firefly

Core Competencies

- Music Creation, Content Creation, Graphic Design, Packaging, Sales, Branding