

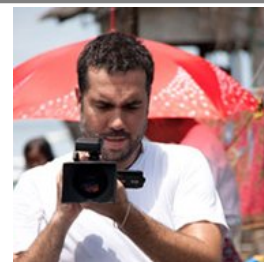
# Jeff Nesmith

+84(0)126-619-7010 • [website](#) • [nesmith74@icloud.com](mailto:nesmith74@icloud.com) • [linkedin](#) • [youtube](#) • [vimeo](#) • [flickr](#)

content production • web • video • marketing & communications strategies

## profile

- Proven history of generating significant new revenue through content marketing.
- Over 10 years' experience in print, web, video, and multimedia production.
- Adept at thriving in fast-paced environments and adhering to tight deadlines.
- Recognized by co-workers and managers for creativity, exceptional work ethic, and measurable results.



## skills

- Content Marketing Strategy
- Digital Content Management
- Social Media Marketing
- News & Documentary Video Production
- Photography & Multimedia
- Web & Print Design/Production

## professional experience

### SAIGON SOUTH INTERNATIONAL SCHOOL

*International IB school in Ho Chi Minh City, Vietnam*  
*Digital Marketing Producer*

**2015 – Present**

Produce content for SSIS Admissions and Marketing Department, including regular video and photography series, social media ad campaigns, the school website, and print/online advertising. Manage social media accounts and monitor all Facebook, Twitter, Google AdWords, YouTube, Instagram, Snapchat, and school website analytics, making adjustments as needed.

- Shot and produced over 50 school videos to date, including the signature Core Values video series.
- Served on the creative/design and SEO management teams for a \$60,000 website redesign.
- Doubled the school's visibility on Facebook and Twitter, and brought SSIS' Google ranking to first and second place results for relative keyword searches (with 37 keywords ranking on the first page results). In the last quarter, organic sessions on [ssis.edu.vn](http://ssis.edu.vn) are up 7%, avg. session duration is up 20%, and bounce rate has improved by 18%.
- Shot and produced a 30-location, interactive 360 ° virtual campus tour.
- Migrated the DragonTales student newsletter and literary magazine from print to online; designed and developed new websites for each, as well as the Dragon Broadcasting Club (to which I serve as teacher adviser). Consolidated these three media outlets under the parent website, Dragonology.
- Served as Media Outreach Chair for the 2016 Learning2 Asia Conference, hosted at SSIS. Shot and produced all L2 Talks.

### GYPSY CREATIVE COMMUNICATIONS | [GYPSYCREATIVE.COM](http://GYPSYCREATIVE.COM)

*Multimedia Marketing and Communications Company*  
*Owner-Producer*

**2009 – 2015**

Produced print, web, photography, and video content for an international clientele, ranging from small businesses to multinationals and NGOs.

- Shot and produced mini-documentary and promotional videos for NGOs and nonprofit organizations all over the world, including NHPCO, Educational Development Center, TechnoServe, Counterpart International, the National Trust for Historic Preservation, Winrock International, and the German Red Cross.
- Through the International School Marketing (ISM) branch of Gypsy Creative, shot and produced promotional videos for international schools including International School Saigon Pearl, Saigon South International School, and International School of Ho Chi Minh City.
- Designed and developed websites for small businesses, law firms, and nonprofit organizations; Produced branding and marketing packages for real estate firms in the Washington, DC area; won multiple awards in print design and video production.
- Covered civil unrest on assignment for The Associated Press in Binh Duong, Vietnam, in 2014. My photos and video were picked up by major news outlets worldwide, including The New York Times, CNN, USA Today and PBS NewsHour.

# Jeff Nesmith (cont'd)

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## THE NATURE CONSERVANCY

2007 – 2009

*Environmental conservation organization, Arlington, VA  
Creative Manager/Video Editor*

Worked as print/web designer and video editor. Managed a team of freelance designers for the Eastern US and Africa Marketing Resource hub (MRC). Shot and edited video stories from [Virginia Beach, VA](#) to [Iowa](#) to [British Columbia, Canada](#).

## NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION

2004 – 2007

*Nonprofit Organization, Alexandria, VA  
Graphic Designer*

Redesigned [award-winning](#) monthly print newsletter and quarterly magazine. Developed all print and web graphics, divisional branding initiatives, and multimedia communications.

## UNITED STATES PEACE CORPS

1998 - 2001

*Xai-Xai, Mozambique  
Volunteer English Teacher*

- Volunteer English teacher at the Escola 7 de Setembro, a technical high school in Gaza's provincial capital of Xai-Xai.
- Served one year as head of the English Dept.
- Co-founded the city's first student artist co-op.
- Worked with the United Nations World Food Programme on helicopter food drops in the Maputo and Gaza provinces during the floods of 2000.

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## technical skills

Web: FTP Clients, HTML, CSS, WordPress

Applications: Final Cut Pro X, Adobe Creative Suite, Logic Pro X

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## education

- Certificate in Elementary International Education; FastTrain/International Cohort Program  
**George Mason University Graduate School of Education, Fairfax, VA** **2003**
- Bachelor of Fine Arts; Major in Painting, Second Major in Spanish  
**Washington University in St. Louis, MO** **1997**

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## certifications

- Massachusetts Teaching License (G512, Art), 2015
- Adobe Certified Educator, 2015
- Google Certified Educator, 2015
- Apple Certified Mac OSX Integration, 2014
- Apple Certified Final Cut Pro X Professional, 2013
- PADI Certified Master Scuba Diver, 2012

**References are available upon request.**