

Derek Jones

San Francisco, CA • [Linkedin](#)
derek.l.jones81@gmail.com • 770.896.4947

PRODUCER

- Results-driven with 12 years of experience producing compelling campaigns that drive brand awareness, engagement, and loyalty.
- Strategic storyteller passionate about turning insights into immersive visual worlds, managing end-to-end production, and building high-performance teams in fast-paced environments.
- Managed the end-to-end production lifecycle across film, digital, brand initiative, experiential, and social platforms for product launches, training sessions, and all-hands meetings, from pre-event planning and vendor coordination to post-event analysis.

CORE COMPETENCIES

Creative Direction | Campaign Strategy | Brand Storytelling | Team Leadership | Digital & Social Content | Integrated Marketing | Retail & Lifestyle Branding | Emerging Technologies (AI, AR, VR) | Stakeholder Management | Production Oversight | Post-Production Supervision | Adobe Suite

EXPERIENCE

Confluent • Mountain View, CA

12/2022 – 11/2024

Senior Video Producer/Interim Director of Video • Full-time

Confluent is a data streaming platform for real-time data processing. With 3,060 employees, expected revenue of \$963.6 million in 2024 is used by over 100,000 companies worldwide.

- Led a team of 10 creatives, overseeing concept development, production, and post-production for integrated marketing campaigns.
- Drove brand elevation through insight-driven storytelling, ensuring consistency across digital, social, and experiential activations.
- Partnered with external agencies and internal stakeholders to align creative execution with business goals.
- Established streamlined workflows that increased content production efficiency by 30%.

Google • Mountain View, CA

11/2021 – 07/2022

Senior Producer/Video Editor • Contractor

Google is a leading global technology company specializing in internet services and products, with 185,000 employees and an expected net profit of \$100 billion in 2024.

- Developed high-impact video campaigns, aligning creative assets with Google's brand strategy.
- Spearheaded end-to-end production planning, from concept to final delivery, ensuring seamless execution.
- Collaborated with agency partners and in-house teams to maintain brand consistency across touchpoints.

Hitachi Vantara • Santa Clara, CA**01/2019 – 01/2021****Video Production Specialist • Full-time**

Hitachi Vantara, a subsidiary of Hitachi Ltd, specializes in data storage and infrastructure. It serves over 80% of Fortune 100 companies and reported annual revenues is \$2.5 billion in 2024.

- Produced high-quality brand and training videos, elevating storytelling through strategic creative execution.
- Streamlined post-production processes, cutting production costs by 20% while enhancing output quality.
- Partnered with cross-functional teams to ensure brand alignment across all visual content.

Intuitive Surgical • Sunnyvale, CA**07/2015 – 07/2019****Creative Producer • Full-time**

Intuitive Surgical: A leader in the medical device industry, specializing in robotic-assisted, minimally invasive surgery, with approximately 15,000 employees and reported revenues of \$8.35 billion for 2024.

- Created compelling brand narratives for a leading medical robotics company, translating complex technology into engaging content.
- Directed on-location and studio shoots, overseeing casting, set design, and post-production workflows.
- Managed vendor relationships and contract negotiations to optimize creative efficiency.

WWE • Stamford, CT**01/2013 – 01/2014****Creative Video Producer/Production Lead • Contractor**

A global media and entertainment company specializing in professional wrestling, with approximately 900 employees, reported revenues of \$1.3 billion for 2024.

- Designed and executed large-scale brand storytelling initiatives, driving audience engagement through immersive content.
- Led multi-channel content strategies for live events, social campaigns, and promotional storytelling.
- Developed streamlined production processes that improved efficiency and collaboration.

EDUCATION**Bachelor of Arts in Radio, Television, & Film Production**

Clark Atlanta University • Atlanta, GA

AWARDS & SCHOLARSHIPS

- Workfront
 - Project Management

Telly Award's

- Internet/Online Commercial – Use of Music
- Internet/Online Commercial – Editing
- 2x Internet/Online Video – Viral
- 3x Internet/Online Video – Videography/Cinematography