

## CONTACT

 (513) 365-0050

 jackrohrer.com

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 Cincinnati, OH

## EDUCATION

**Master of Science:** Journalism

Ohio University | 2024– 2026

**Bachelor of Fine Arts:** Media  
Production

**Minor:** Marketing

University of Cincinnati | 2017– 2022

## SKILLS

- Multimedia Content Creation
- Video Production & Editing
- Graphic Design (Adobe CC & Canva)
- Copywriting & Brand Voice
- AP Style Writing & Editing
- Website Development (Wix)
- Social Media Management
- SEO & AEO Content Strategy
- Deadline-Driven Project Management
- Cross-Functional Collaboration
- Client & Stakeholder Communication
- Multitasking
- Public Speaking

## TESTIMONIAL

*"Jack is really great at uncovering a brand's story and telling it in the most creative and compelling way."*

**Chuck Borghese, Managing  
Director, NEXT**

# Jack Rohrer

Creative communications professional with 4+ years of experience across agency, broadcast and editorial environments. Skilled in multi-channel storytelling, social media content, video production, graphic design and copywriting. Proven track record of translating organizational goals and complex information into clear, mission-driven content for diverse audiences and stakeholders.

## EXPERIENCE

### Creative Director

NEXT Advertising Agency, Athens, OH

Aug. 2025 – May 2026

- Supervised copywriters, designers and strategists, assigning work, reviewing deliverables and holding team members accountable to quality standards and deadlines.
- Led creative strategy and directed original multi-channel content including social media assets, motion graphics, display and video advertisements, ensuring each piece aligned with brand voice and messaging standards.
- Partnered with clients to translate organizational goals into engaging, audience-facing campaigns for accounts including RD Medical Training, Jubach Log Homes and ScatterDIY, as well as NEXT's own brand.

### Copywriter

NEXT Advertising Agency, Athens, OH

Jan. 2025 – Aug. 2025

- Wrote and edited multi-channel campaign copy for clients including Jubach Log Homes, The Southern Ohio Copperheads and Cairn Recovery Center, adapting tone and voice for each audience.
- Produced multimedia advertising assets including video, graphics and digital advertisements using Adobe Premiere Pro, Photoshop and Illustrator.

### Writer

Student News Bureau, Athens, OH

Aug. 2024 – May 2026

- Researched, pitched and wrote news stories for *Ohio Today*, consistently meeting tight publication deadlines.
- Interviewed and built relationships with community, faculty and university sources to uncover and share newsworthy stories.
- Produced clear, concise content in Associated Press (AP) style, with strong attention proofreading, grammar, factual accuracy and editorial standards.

### Director/Content Producer

WCPO-TV, Cincinnati, OH

Feb. 2022 – June. 2024

- Directed live broadcast segments in a fast-paced production environment, making real-time creative and technical decisions under tight deadlines.
- Shot, edited, produced and appeared on-air in original video segments for Cincy Lifestyle and FC Cincinnati Weekly using Adobe Premiere Pro, developing polished visual content for broadcast and digital audiences.