

JACOB BOISSY

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SKILLS

- Digital Marketing, Social Media Management, & Content Strategy
- Videography, Photography, Adobe Creative Suite, & Graphic Design
- Video Editing, Photo Editing, & Motion Graphics
- Google Business Profile Management
- Analytics & Reporting

EDUCATION

Ball State University

Muncie, IN

Bachelor of Arts - Telecommunications

May 2024

- Digital Production Video
- CM - Comm, Info and Media

Minor in Media Promotion and Management

EXPERIENCE

The Connection Center

DeMotte, IN

Media Coordinator

May 2024 - Present

- Managed social media platforms and Google Business Profile while managing a strategic content calendar to increase brand awareness and engagement.
- Increased Facebook visits by 131.6%, Facebook content interactions by 187.9%, and Instagram visits by 314.8% in 2025 compared to the previous year.
- Increased website traffic by 78.6% through social media content and email marketing in 2025 compared to the previous year.
- Designed, built, and maintained the organization's website from the ground up, supporting online registrations, memberships, payments, and resources.
- Produced graphics, photography, videography, and motion graphics for social media, email marketing, and the organization's website.
- Monitored social media, website, and Google Business analytics to evaluate performance and prepare reports for directors and board members.
- Collaborated with staff across departments to ensure marketing content was timely, accurate, and aligned with marketing objectives.

Boissy Media

DeMotte, IN

Owner/Producer

May 2024 - Present

- Manage a freelance media business providing videography, photography, and social media content services for businesses and organizations.
- Develop branded visual content, including promotional videos, short-form and long-form content, photography, and marketing materials to reach client goals.
- Oversee all aspects of the business, including client communication, project management, pre and post-production, and delivering content to clients.

Eleven Seventeen Media & Company

Lowell, IN

Video Editor/Content Creator

May 2022 - August 2023

- Created branded video content for clients across Instagram, TikTok, LinkedIn, Facebook, Google Business Pages, websites and YouTube.
- Designed branded content using Adobe Creative Suite, including Premiere Pro, After Effects, Photoshop, Lightroom, and Illustrator.
- Edited high-quality content with strong attention to detail, consistently meeting client deadlines while maintaining their brand identity and accepting feedback.

The Ball State Daily News

Muncie, IN

Video Editor

August 2021 - May 2024

- Managed the publication of multimedia content across the Daily News website and social media platforms such as Facebook, X (Twitter), Instagram, and TikTok.
- Directed and managed a team of videographers to produce timely multimedia coverage of campus and community events.

HONORS & AWARDS

- 2024 Indiana Collegiate Press Association - First Place Video
- Associated College Press: Multimedia Story of the Year 2023
- Dean's List - 8 semesters

CERTIFICATIONS

- Broadcast Sales Training Program Certification
- Wix Accessibility Specialist Certification

VOLUNTEER**Grace Church**

DeMotte, IN

Broadcast Tech Team

June 2020 - Present

- Operate live production equipment and streaming systems to deliver church services to online audiences through Grace's website and Facebook page.
- Direct volunteer camera operators and coordinate shot composition to produce a consistent, high-quality viewing experience.