Jake Baker

Social Media Producer and Short-Form Video Editor

Los Angeles, CA | 518-928-5493 | jakebakerca@gmail.com | linkedin.com/in/jake-baker-34a6541b8

I find the moment worth stopping for and build the post around it. I shoot video and stills, edit short-form clips, and write the hooks and captions that bring each story to social.

Experience

Salt Lick Incubator | Social Media Lead and Video Editor 2024 – Present

Artist: Kieran Rhodes | Featured on NBC's America's Got Talent | @kieranrhodesmusic

Music nonprofit founded by Roger Brown, former president of Berklee College of Music.

- Cut live performances, song previews, and behind-the-scenes footage in Final Cut Pro. Build the opening around the strongest moment and sync on-screen lyrics word by word to the vocal.
- Manage Kieran's Instagram, TikTok, YouTube Shorts, and Snapchat. Plan and publish daily content, including teasers and performance clips for releases and live shows.
- Write on-screen hooks that give new listeners a way into the song, and captions and calls to action that sound like Kieran.
- Set up Kieran Rhodes Clips on Instagram, TikTok, YouTube, and Facebook to give performance highlights a second life. Use past posts to decide which clip lengths and lyric treatments to try next.

CrowdPharm | Account Services Intern Jun – Aug 2022

- Supported pharmaceutical ad development, observed healthcare professionals give feedback on ad concepts, and helped develop case studies for prospective clients.

Skills

Production Videography, photography, and short-form video editing

Post-production Final Cut Pro, Adobe Express, vertical editing, music-driven pacing, lyric overlays

Social media Concept development, hook and caption writing, cross-platform publishing, content repurposing

Tools Meta Business Suite, Google Sheets

Education and Leadership

St. John Fisher University | B.S. in Marketing May 2024

Men's varsity volleyball captain

Pittsford Central Schools | Boys' Volleyball Coach Aug – Oct 2023