

Jon Zmikly

MEDIA SPECIALIST

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OBJECTIVE:

Assistant Professor, New Media

EDUCATION:

Master of Arts, Texas State University-San Marcos, San Marcos, TX; May 2009
Major: Media Studies
Concentration: New Media

Bachelor of Applied Arts, Central Michigan University, Mount Pleasant, MI; December 2006
Major: Broadcast and Cinematic Arts
Minor: Media Design, Production & Technology

TEACHING EXPERIENCE:

Adjunct Professor; August 2009 – present

Web Design & Production, Texas State University-San Marcos, School of Journalism & Mass Communication, San Marcos, TX

- Professor of Record for two sections of Web Design & Production, incorporating elements of design and interaction through HTML and CSS coding in Adobe Dreamweaver, and the practice of audio/visual production in iMovie, Adobe Flash, and Adobe Photoshop.
- Teach current multimedia journalism issues, trends and practices through discussion and contemporary examples.

Graduate Teaching Assistant; August 2007 – May 2009

Writing for Mass Media, Texas State University-San Marcos, School of Journalism & Mass Communication, San Marcos, TX

- Taught writing techniques and assisted composition of print, web and broadcast news stories
- Graded assignments and tests, focusing on news style, AP style and grammar, spelling and punctuation

Executive Producer, Bobcat Update; August 2008 – December 2008

Television News, Texas State University-San Marcos, School of Journalism & Mass Communication, San Marcos, TX

- Assigned news stories to students in TV News class and taught nonlinear editing using Final Cut Express
- Created rundown, wrote teases, and organized show elements for 15-minute news program airing biweekly

Graduate Research Assistant; May 2008 – August 2008

Dr. Cindy Royal, Texas State University-San Marcos, School of Journalism & Mass Communication, San Marcos, TX

- Analyzed New York Times and San Jose Mercury News articles for references on social networks
- Input data and coded information using Microsoft Excel and SPSS

RELATED PROFESSIONAL EXPERIENCE

Freelance Multimedia Specialist; March 2004 – present

Jon Zmikly Productions, San Marcos, TX

- Produce and edit videos for bands, conferences and weddings, and design and update websites for non-profits

Executive Producer/Advisor, Studio B; August 2008 – present

Student Television at Texas State, Texas State University-San Marcos, San Marcos, TX

- Creator of university's first student-run magazine-format show, totaling over 40 members and ten episodes
- Organize 30-minute episodes featuring interviews, political humor, entertainment and local music and events

Promotional Assistant; May 2007 – January 2008

CBS Radio, WOMC-FM, Oldies 104.3, Ferndale, MI

- Endorsed and promoted station during special events
- Interviewed listeners and uploaded multimedia onto station website daily
- Organized monthly schedule for daily promotions and attended weekly promotional meetings

INTERNSHIPS:

Intern; August 2009 – present

San Marcos Community Church, San Marcos, TX

- Webmaster, social media manager and graphic designer for local congregation, incorporating FTP, Google Analytics, and interactive social networking tools such as Wordpress, Twitter, Facebook, and Youtube

Blogger Intern; September 2008 – March 2009

Interactive Department, SXSW, Austin, TX

- Wrote blog posts on tech news, upcoming events, and answered frequently asked questions about the conference
- Participated in weekly tech and panel meetings to prepare for the SXSW Interactive festival

Newsroom Intern; January 2006 – May 2006

WWTW & WWUPTV, 9 and 10 News/Heritage Broadcasting, Cadillac, MI

- Wrote stories and assisted reporters on stories
- Utilized nonlinear editing software to create packages for broadcast

Production Department and Newsroom Intern; May 2005 – August 2005

WOOD/WOTV/WXSP, WOOD TV 8, Grand Rapids, MI

- Worked with production crew in studio and generated computer graphics and name keys for evening news
- Followed stories and wrote script with reporters and produced package on temporary police station

ORIGINAL RESEARCH

Print Versus Blog Ethics (unpublished); April 2008

New Media Issues, School of Journalism & Mass Communication, Texas State University

- Study used personal interviews with professional journalists to discuss differences in the ethical frameworks of journalists who write online copy and those who blog for a publication.

The Portrayal of Immigration on Texas Newspaper Websites (unpublished); April 2008

Mass Media and Society, School of Journalism & Mass Communication, Texas State University

- Study used a content analysis of several Texas newspaper websites to discuss the theory of media framing, and classified articles based on “positive” and “negative” phrases related to immigration.

Internet Behavior Among Different Classifications of Television Users (unpublished); November 2007

Research Methods in Mass Communication, School of Journalism & Mass Communication, Texas State University

- Study used original survey results to discuss Internet habits and activity of different tiers of television users.

The Gatekeeping Function of Online Newspaper Editions (unpublished); November 2007

Theories of Mass Communication, School of Journalism & Mass Communication, Texas State University

- Study used recorded personal interviews with two local Texas newspaper editors to determine news selection processes and the changing habits of online news editors.

AWARDS AND HONORS:

Panelist: National College Media Conference; October 2009

Outstanding Graduate Assistant: School of Journalism and Mass Communication; April 2009

Outstanding Graduate Student: School of Journalism and Mass Communication; April 2009

Second Place in Journalism Category for Student Project: AEJMC Best of the Web; 2009

First Place in Magazine Format Show for Studio B: NBS Regional Conference; May 2008

President: Student Television at Texas State; Fall 2008 – May 2009

Be A Bobcat Award: Texas State University-San Marcos; Fall 2008

President: Standing in the Gap Christian Fellowship; Fall 2004 – Spring 2006

Student Representative: Media Design, Production, and Technology Minor; Fall 2005 – Spring 2006

Air Ace of the Week: WMHW-FM Modern Rock 91.5; Spring 2003

INTERNATIONAL EXPERIENCE

Tijuana, Mexico: Compañeros en Ministerio Missions Organization; Spring 2004 – Spring 2006

MEDIA COMPETENCIES

Proficiency: Adobe Photoshop, Flash and Dreamweaver CS4, Final Cut Express, Sony Vegas Studio, Apple iMovie, Microsoft Office, HTML, XHTML, CSS

Novice Level: Final Cut Pro, Adobe Premier and Audition,

Basic Functionality: JavaScript, Adobe Illustrator, InDesign and Fireworks CS4, MySQL, Ruby on Rails, PHP

WEB PORTFOLIO

<http://www.jonzmikly.com>

- Webmaster – Personal portfolio website

<http://www.jonzmikly.com/final>

- Webmaster – Designed, coded and produced as a final assignment for new media class (may take time to load)

<http://www.jonzmikly.com/mgtv>

- Webmaster – Designed, coded and updated for student organization

<http://sxsw.com/node/481>

- Blog and video package for Maker Faire: Austin

<http://sxsw.com/node/355>

- Blog and interview with Jeff Petry of Challenge Games in Austin

<http://sxsw.com/node/772>

- Austin Trail of Lights music video

<http://sanmarcoscommunitychurch.org/>

- Webmaster – Site redesign, update announcement loop weekly, update blog and Twitter daily

<http://sxsw.com/node/703>

- Blog example - created for SXSW Interactive