Jeffrey Handy

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PROFILE

As a self-starting team leader who grew from a self-taught video editor to a professional problem-solver dedicated to team and client success., I seek out innovative groups open to fresh and relevant ideas in media development. I'm looking for unique, collaborative challenges that involve low-tech and high-tech approaches and solutions, particularly in the increasingly impactful world of visual communication.

PROFESSIONAL EXPERIENCE

Bisk Education, Inc.
Tampa, Florida
1998 – 2020

During my career at Bisk, I evolved from Video Editor to Postproduction Manager, Production Systems Engineer and, finally, Product Owner of Media Systems. The teams I managed produced online degree programs for leading universities throughout the U.S., supporting 300,000+ students in the pursuit of their educational ambitions. We accomplished this through my development and implementation of innovative media production methods and media asset management systems—systems that bolstered creative thinking while building a solid growth curve of product output, revenue generation and customer gratification.

Highlights:

- Collaborated with more than a dozen university customers (Notre Dame, Villanova, Michigan State, University of Florida, Tulane, etc.) to design and implement more effective in-house video production, resulting in a 1500% increase in output that rapidly expanded their course offerings and resultant enrollments

- Piloted Agile | Scrum methodologies to integrate content, design, production, marketing and the academic stakeholder into energized teams, increasing course production by 92%, halving production errors, and elevating customer delight with substantially improved products

- Collaborated with the larger Customer Success Team to understand customer concerns, refine language for successful interfaces regarding technical issues, and positively respond to questions and problems in ways that built brand loyalty and strengthened customer retention

- Employed an empathy-based approach to guide academic instructors from ambivalent—even antagonistic—views of media to an enthusiastic embrace of the possibilities of video technologies

- Innovated a Project Tracking System using SharePoint that was adapted to all organization departments and drove company efficiency and growth for more than a decade

- Orchestrated the migration of onsite legacy content distribution systems and workflows into SaaS using Akamai, Amazon AWS, Kaltura, Instructure Canvas & Bridge, and other Learning Management Systems

- Engineered a Visual Studio Team Services (VSTS)-based project tracking system that organized more than 800,000 individual digital assets for legacy product migrations to SaaS, a project that was completed 10 months ahead of schedule as a result of streamlined workflow

- Designed a series of in-house courses to onboard users in the effective use of Kaltura and SaaS media systems, and support all team members as they grew in their capabilities

- Created the first Knowledge Base in company history, rescuing implicit knowledge and skills from "brain space" and preserving key systems expertise as a long-term organizational asset

- Led all integrations of Kaltura into the company's enterprise tools, including MS Teams, VSTS, Slack, and Salesforce

- Researched, reported, and implemented cutting edge delivery and production technologies, serving as the crossroads communicator when different specialties needed to interface

- Defined and communicated scheduling, budgetary, and equipment needs to executive management to support projects and enhance productivity

- Trained post-production team members in editing, authoring, compression, and distribution

- Captured, edited, and managed media assets for web distribution

Handymakes Studio
Saint Petersburg, Florida
2015 – Present

Head of media production for Handymakes, a multimedia content development, storytelling and visitor engagement studio. Work includes professional photography and videography, including drone filming.

Highlights:

- Video editor of award-winning sci-fi thriller short film *Hashtag*

- Video editor for web series, short films, and the award-nominated Western short *Cowboy Creed*

- Audio editing and production for *Boring Books for Bedtime*, a popular sleep and mental health podcast approaching 1 million downloads

EDUCATION, CERTIFICATIONS & ORGANIZATIONS

Associate of Arts, Liberal Arts, Florida Institute of Technology

Apple Certified Pro: Final Cut Server, Level One (server integration and deployment, project management, post-production functions)

FAA Certified Drone Pilot

International Media Users Group (founding member)

CreativeCOW.net (contributing blogger)