

John P. Erbicella

Video/Multimedia Producer and Marketing Professional

jperbicella@gmail.com | (215) 796 – 0926 | www.jperbicella.com | www.linkedin.com/in/johnperbicella

Professional Experience

Video Producer & Marketing Assistant

New Way Air Bearings (Aston, PA)

July 2017 – Present

- Implement new media elements into trade show and exhibition displays
- Work with sales team and external marketing agency to improve website design and SEO presence
- Responsible for video and marketing collateral for internal and external use
- Build and maintain asset library containing photos, sketches, video, animation, and audio content
- Create an employee photo directory and ID card system improving security
- Work as an administrative assistant to Chairman, CTO, and CEO

Camera Operator and Field Technician

Pennsylvania Cable Network (PCN) (Philadelphia, PA)

March 2017 – Present

- Setup and operate ENG cameras for studio and field productions
- Serve as crew member for out-of-studio productions, such as PIAA Athletic events and PEG access productions
- Assist with setup and breakdown of portable-studio productions

Seasonal Network Staff & Studio Technician

Philadelphia Eagles (Philadelphia, PA)

July 2016 – July 2019

- Worked daily editing video content for PhiladelphiaEagles.com and studio productions
- Invited back to assist in both draft and game day coverage, including the 2017-2018 Super Bowl LII season
- Worked with BlackMagic Design and NewTek TriCaster equipment to produce broadcast-quality streams across social media channels for the Philadelphia Eagles fan base

Educational Background

Rowan University, Glassboro, NJ

May, 2016

B.A. Radio, Television, and Film

GPA: 3.367

Concentrations in Audio Recording and New Media

Special Projects Coordinator

Rowan University (Glassboro, NJ)

Sept. 2015 – May 2016

- Reported to Chair of Radio, Television, and Film Department
- Work with professors in various departments to create multimedia elements for web usage
- Act as a freelance media creator for other departments to record events

Hardware and Software Knowledge

Adobe After Effects
Adobe Audition
Adobe Photoshop
Adobe Premiere
Adobe Media Encoder
Cinema 4D

Canon / Nikon DSLRs
Sony / Panasonic Camcorders
NewTek TriCaster Systems
Mac / PC Proficiency
WordPress
Social Media