

JESSE FANKUSHEN

(510) 205-9147 | Alameda, CA

jessefankushen.com

jesse_fankushen@yahoo.com

<https://www.linkedin.com/in/jesse-fankushen-1225543/>

PROFESSIONAL SUMMARY

Creative media producer and editor with 15+ years of experience leading video, podcast, and online content for publishing, PBS/NPR broadcast, and higher education. Proven ability to grow digital audiences, launch original branded content, and manage productions. Skilled in cross-departmental collaboration and producing compelling narratives that align with organizational goals. Success working with diverse audiences, bringing in projects on time and on budget.

SKILLS & SPECIALTIES

Creative Tools: Adobe Premiere Pro, Adobe Creative Suite, Pro Tools. ElevenLabs, DaVinci Resolve, Audacity

Core Competencies: Video & audio editing, videography, podcast production, creative storytelling, teaching, media management, interviewing

Content Strategy & Leadership: YouTube channel management, project management, course development

Additional Strengths: Research, cross-functional collaboration, communication, organization

EXPERIENCE

Media Specialist – Digital Content Producer, Video & Podcast Editing and Production
New Harbinger Publications | Oakland, CA | 2016 – 2025

- Increased YouTube subscribers by 70%, and increased watch time by 85%.
- Produced 60+ book trailers annually, enhancing author and title visibility and sales campaigns. Named *Shelf Awareness*' "Book Trailer of the Day" more than 20 times.
- Edited over 80 episodes of [Evidence-Based](#), New Harbinger's mental health podcast.
- Managed YouTube SEO strategy, improving search visibility.

- Filmed conferences, interviews, therapy demonstrations, ensuring high-quality visual storytelling aligned with brand tone and creative goals.

TV/Radio Producer-Editor

KRCB, Northern California Public Media | Rohnert Park, CA | 2014 – 2016

- Produced, recorded, and edited TV and radio programs, including documentaries, interstitials, promotions, and ISDN sessions.
- Researched and conducted interviews focusing on social justice and environmental issues across Sonoma, Marin, and Napa counties.
- Directed live TV during fundraising pledge week
- Created videos for Sonoma County Department of Health Services on homelessness, health determinants, end-of-life directives, and early childhood education.

Lecturer – Film & Digital Media

University of California, Santa Cruz | 2007 – 2015

- Taught video production and critical studies classes, including *Fundamentals of Film and Video Production*, *Documentary Production*, and *Social Documentation*.
- Created and taught original courses such as *Film and the Atomic Bomb*, *The Hollywood Blacklist*, and *Music & Social Documentary*.
- Delivered lectures, planned and graded assignments, supervised teaching assistants, and facilitated student discussions.
- Instructed students in camera operation, editing, lighting, microphone use, and documentary ethics.
- Also taught at San Jose State University and De Anza College.

EDUCATION

M.A. in Social Documentation, University of California, Santa Cruz

- Nominated for outstanding graduate student teaching assistant
- Thesis project documentary [*First Gravy: Journeys of the Hammond Organ*](#)

B.A. in Psychology, University of California, Santa Cruz