

# Jasmine M. Hardy

Video Producer

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## Skills

Adobe Creative Cloud (Adobe Premiere), Camera Operator: Canon/JVC SONY, WordPress, dotstudioPRO, Trint (Transcriptions), JW Player, Brid.TV, Riverside, Zoom, Slack, Monday.com, MailChimp, Salesforce, Wide Orbit Automation, Microsoft Office, Dropbox, Frame.io, Concur, SEO, OTT, Social Media.

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## Awards

- Gold Anthem Award Winner (2024): Black Made series – Profiling and amplifying Black entrepreneurs.
  - Silver Anthem Award Winner (2024): Unheard series – Raising awareness of mental health and health issues that impact the Black community.
  - Bronze Anthem Award Winner (2023): Survivor to Champion: Patience Murray on Pulse Nightclub and Mass Shootings in America
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## Experience

### theGrio (Entertainment Studios), Senior Video Producer

SEPTEMBER 2020 - OCTOBER 2024, NEW YORK, NY

- Developed and produced video content and original video series: Unheard, Black Made, Life Hacks, theGrio Asks, and New Money.
- Original video series gained over 45,000 views on the company's growing Youtube channel.
- Vetted and secured subjects, managed project budgets, secured production crew, and locations for shoots.
- Researched and prepared questions for interviews, directed and conducted interviews on set, and oversaw production.
- Led post-production efforts by crafting detailed scripts and outlines for editors, integrating key soundbites and strategically placing B-roll to enhance narrative cohesion.
- Wrote articles for each original video.
- Optimized content distribution, ensuring timely publication across theGrio's platforms, including website, YouTube, and social media channels.

### theGrio (Entertainment Studios), Producer

JANUARY 2018 - SEPTEMBER 2020, NEW YORK, NY

- Pitched and produced original stories for video and editorial features.
- Booked talent, directed and managed production for in-studio celebrity interviews.
- Recruited and established a set of freelance editors, on-boarded and trained freelance video producers, freelance video editors, and freelance video team managers on theGrio workflow and style.

- Liaison between in-house theGrio video team and freelancers which included managing freelance editors, assigning projects, and oversaw post-production.
- Co-producer and creator of *theGrio* original series 'We Are #BlackLove' highlighting untold LGBTQ+ love stories which drove significant audience engagement, creating top-performing videos that gained theGrio's Facebook page over 100,000 views.

**theGrio (Entertainment Studios), Production Assistant**

MAY 2017 - JANUARY 2018, NEW YORK, NY

- Production assistant for "The Grio Live" with deputy editor and host Natasha S. Alford and managing editor and host Gerren Keith Gaynor.
- Created scripts and prep documents for hosts, enabling seamless Facebook Live production.
- Wrote news articles for theGrio.com.

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**Education**

Virginia State University / Mass Communications (B.A.)

AUGUST 2008 - MAY 2013 PETERSBURG, VA