

JARROD D. KING

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SENIOR PODCAST PRODUCER, HOST & MULTIMEDIA CONTENT LEAD

Entrepreneurial Multimedia Producer, On-Camera Host, and Editorial Lead with 5+ years of end-to-end showrunning experience backed by 10+ years of corporate SEO strategy and AP-style copy editing. Proven track record of conceptualizing, directing, and editing a 71-episode talk show and podcast from inception to completion, leading a 5-person talent and production crew, and generating 1.5M+ viral video views across social channels. Published author of two books with a BA in English from Temple University, combining magnetic interviewing and narrative storytelling with hands-on technical mastery in Adobe Premiere Pro, WordPress, and multi-platform audience growth.

CORE COMPETENCIES & TECHNICAL STACK

- **Showrunning & Production:** End-to-End Podcast & Video Production, Season & Episode Conceptualization, On-Camera Hosting & Interviewing, Talent & Crew Direction, Shooting Schedules, Contract Finalization
- **Post-Production & Web Tech:** Adobe Premiere Pro (Long-Form & Vertical Video/Audio Editing), Photo Editing, Canva, WordPress CMS Architecture, HTML, CSS, PHP, Microsoft Office
- **Audience Growth & Editorial Strategy:** Viral Social Video Strategy (TikTok, Instagram, Facebook, X/Twitter), YouTube & Podcast SEO, AP Style Governance, Scriptwriting & Copy Editing, Ahrefs, SEMrush, Google Analytics, Mailchimp

PROFESSIONAL EXPERIENCE

BOYFRIENDS, LLC

Oct 2021 - Present

Founder, Executive Producer & Lead Host

- Conceptualized, structured, and produced **71 full-length episodes** across multiple seasons from inception to completion, serving as lead on-camera host and interviewer while shaping season-long narrative arcs and episode run-of-shows.
- Directed a team of co-hosts and oversaw all shooting schedules, contract finalization, and on-camera direction to ensure seamless studio production processes, scaling operations to manage a **5-person team** including 3 core co-hosts, an associate producer, and a studio engineer.
- Edited multi-camera video and multi-track audio content using Adobe Premiere Pro to deliver a captivating viewer and listener experience.
- Implemented high-velocity social marketing strategies by cutting and distributing **~350 vertical episode clips** across TikTok, Instagram, Facebook, and X to increase audience engagement and show visibility, generating **1.5M+ cumulative views** across two breakout viral TikTok clips, **111.4K TikTok views** over the past year, and **41.6K+ Instagram views** in the last 90 days.

ADVERTISING SPECIALTY INSTITUTE (ASI)

Mar 2016 - Present

Copy Editor (2022 - Present)

- Promoted from Electronic Content Editor to Copy Editor, managing daily AP-style proofreading procedures and editorial quality control across projects from a team of 6 writers.
- Partner directly with the Creative Director and cross-functional teams to proofread and refine high-visibility executive presentations, event flyers, and in-office signage, providing edits with language tailored to the target audience.

Electronic Content Editor (Mar 2016 – 2022)

- Authored and optimized **50,000+ product descriptions** (averaging **39 per day**), enhancing SEO and increasing search placement for clients in the retail, automotive, and food industries across a 3,000-supplier, 1.2M-product B2B promotional marketplace.
- Attracted clients through customized sample optimizations during sales pitches, frequently stepping in during the absence of and on behalf of the Team Lead.
- Researched and applied industry standards and best practices for SEO and content development for maximum impact, consistently recognized by leadership and clients for quick learning and meeting tight deadlines.

JDK PUBLISHING CO.

Nov 2015 - Present

Owner & Multimedia Publisher

- Created an independent publishing imprint and supporting WordPress website to promote two books, three short stories, and a podcast through SEO-approved digital content, blogs, and photo/video collateral.
- Promoted live events and media releases through targeted Mailchimp email campaigns and organic social media content, utilizing HTML, CSS, and PHP to maintain custom website architecture and plugins.

EARLY MEDIA & DIGITAL EXPERIENCE

THECUFFLINK | Owner & Editor (Jul 2011 - Jul 2014)

- Successfully pitched article concepts and secured partnerships with PR agencies and major fashion brands including Uniqlo and Nautica.
- Developed, edited, and optimized all written, social, and visual (photo and video) content, managing website updates via WordPress and cPanel/GoDaddy.

HIBU | Web Editor (Aug 2013 - Mar 2014)

- Advised clients on web development and content strategies aligned to quality assurance standards, partnering with internal design teams to deliver projects under tight deadlines.

EDUCATION & CREDENTIALS

- **Bachelor of Arts in English** — Temple University (2009)
- **Bachelor of Advertising Specialty Information (BASi)** — Advertising Specialty Institute (2016)
- **Digital Marketing & Analytics Training:** SEMrush for Digital Agencies, Google Analytics, Google Tag Manager