

JAY ROHRS

MULTIMEDIA PRODUCER | LIVE PRODUCTION & LIVESTREAM | VIDEO EDITOR | TECHNICAL STORYTELLER

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PORTFOLIO [youtube.com/@JCliche/videos](https://www.youtube.com/@JCliche/videos)



PROFESSIONAL SUMMARY

Multimedia producer, live-production specialist, video editor, and technical storyteller with more than 20 years of project experience across documentary, public affairs, music, events, community media, and online publishing. Combines field camera and audio with Premiere Pro editing, multi-camera switching, hybrid-event production, live troubleshooting, and evidence-disciplined delivery. Experience spans current volunteer livestream support, paid and independent productions, community television, and live-stream operations, with human editorial judgment throughout AI-assisted research and ideation.

CREATIVE & PRODUCTION STRENGTHS



Visual Storytelling
& Documentary



Live Production
& Switching



Editing, Post
& Delivery



Technical Production
& Troubleshooting

CORE CAPABILITIES

STORY & EDITORIAL	Documentary Production Public Affairs Community Storytelling Interviews Performance & Music
CAMERA & PRODUCTION	Field Production DSLR Video PTZ Cameras Multi-Camera Coverage Aerial Footage Event Production
LIVE & BROADCAST	Livestream Switching Hybrid Events Final-QC Workflow Monitoring Wirecast ProPresenter Zoom
POST & AUDIO	Adobe Premiere Pro Final Cut Pro Field Audio Lav, Shotgun & Boom Mics Zoom H4n YouTube Delivery

RELEVANT EXPERIENCE

Volunteer AV and Livestream Support

First Unitarian Society of Denver | Denver, CO | March 2025-Present

- Produce multi-camera hybrid services, memorials, and events using two PTZ cameras, Wirecast, ProPresenter, Zoom, and integrated audio-video-display systems.
- Switch live cameras, manage graphics and remote participation, and adapt presenter media for in-person and online audiences.
- Troubleshoot live audio, video, streaming, and presentation issues while coordinating with clergy, presenters, and volunteers.
- Improve workflows through documentation, production debriefs, and practical operating standards.

Independent Video Producer & Digital Media Creator

J Cliche and Independent Media Projects | Multiple Locations | 2004-Present

- Produce, film, edit, and deliver documentary, public-affairs, music, event, promotional, and community media across paid, volunteer, in-kind, and self-directed projects.
- Build field and mobile livestream workflows, coordinate distributed media, and carry projects from acquisition through delivery.
- Maintain a long-running online video portfolio with publishing experience beginning in the mid-2000s.

SELECTED OUTCOMES

20 EPISODES The Art of War paid series	FIVE EPISODES Epidemia documentary	LIVE OPS ESPN360 monitoring & escalation	END-TO-END Culture Cafe production
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BROADCAST, STREAMING & PRODUCTION EXPERIENCE

Live Streaming Operations

The FeedRoom | New York / New Jersey | 2008-2009

- Monitored live ESPN360 streams within a final quality-control workflow, identified transmission, encoding, and content failures, and escalated incidents to broadcast and uplink teams.
- Supported overnight and international events while maintaining accurate operational handoffs.

Volunteer Camera Operator & Floor Manager

TVSB Community Access Television | Santa Barbara, CA | 2004-2005

- Operated studio cameras for community, political, interview, and public-interest programming.
- Relayed control-room cues, directed camera movement, and supported studio pacing and participant coordination.

Imaging Manager

Mountain States Imaging | Englewood, Colorado | Earlier Career

- Managed three offices, opened a branch, supervised at least 15 staff, and hired, trained, scheduled, and evaluated employees; oversaw document-production equipment, workflows, inventory-sensitive operations, quality control, and delivery.

Wedding Photography Assistant / Second Shooter

Beth Engel Photography | Wisconsin | Approx. 2011-2013

- Provided groom-side still-photography coverage, camera operation, lighting and equipment assistance, memory-card handoff, and same-day workflow support.

Production Manager (Working Title)

Unnamed Denver Independent Feature | Denver, CO | Approx. 2001-2002

- Supported early planning, talent scouting, locations, transportation, communications, running, practical production assistance, and on-set coordination for an unfinished feature.

SELECTED WORK & IMPACT

THE ART OF WAR Produced, filmed, and edited a paid 20-episode documentary/transmedia series tied to The Art of War graphic novel; acknowledged in the published book.	CULTURE CAFE COMMERCIAL/JINGLE Developed the concept; recruited, cast, and directed performers; planned camera blocking; filmed, edited, and delivered the final project.
BELLY DANCE WITH SADIE Shot, edited, and published a performance video that has exceeded 1.6 million views.	EPIDEMIA / U.S.-MEXICO DOCUMENTARY Co-produced five episodes from Brooklyn with two Mexico-based collaborators; filmed New York interviews and B-roll, prepared rough edits and transfers, and handled most YouTube setup and publishing. Collaborators performed all final editing.
PRACTICAL AERIAL FOOTAGE Contributed practical aerial-footage capture in Denver and Hawaii.	FIRST UNITARIAN LIVESTREAM PRODUCTION Produce hybrid services, memorials, and events using PTZ cameras, Wirecast, ProPresenter, Zoom, and integrated AV systems.

TECHNICAL & OPERATIONAL FOUNDATION

Operations & Systems Specialist - On Call Restaurant Accounting | 2018-2025

- Supported Microsoft 365, user technology, documentation, remote troubleshooting, and day-to-day operations in detail-sensitive environments.

Genius Admin - Apple Fifth Avenue | Oct 2007-Oct 2008

- Promoted from Specialist to Genius Admin and coordinated repair workflow, service documentation, customer scheduling, inventory reconciliation, and parts ordering.

EDUCATION & PRODUCTION TOOLKIT

BACHELOR OF SCIENCE IN TECHNICAL COMMUNICATIONS Focus in Video Production Minor in Anthropology Metropolitan State University of Denver 2019	PRODUCTION TOOLKIT Adobe Premiere Pro Final Cut Pro Wirecast ProPresenter Zoom PTZ Camera Systems Canon DSLR Zoom H4n Lav, Shotgun & Boom Microphones Facebook Live YouTube Windows macOS
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