

JONAH GREENE

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SUMMARY

Multidisciplinary content engineer and creative-technical marketer who connects campaign strategy, writing, design, motion, ecommerce, and software. Builds clear stories and practical systems across web, email, social, video, retail, and live production from initial concept through execution and operations.

EXPERIENCE

Digital Marketing & Communications Lead, Production Supervisor

Alywillow

August 2023 – Present, Galax, VA

- Lead 10+ end-to-end campaign and content execution for a plant-derived body-care brand across short-form video, product photography, email/SMS, landing pages, social creative, paid advertising, organic growth campaigns, and retail outreach.
- Manage Shopify ecommerce, product and collection experiences, inventory workflows, and custom theme/app functionality, connecting brand campaigns with day-to-day retail needs.
- Develop and maintain custom point-of-sale and retail tools supporting sales, inventory, product data, and store operations.
- Translate product positioning into scripts, copy, visuals, and seasonal campaign plans while also supporting order packing, fulfillment, merchandising, and practical store operations in a supervisor role.
- Handle all customer connections, including email support, direct outreach, phone conversations, and handling mix-ups.

Content Engineer

NC Tech Paths

January 2022 – January 2023, Wilkesboro, North Carolina

- Produced motion graphics, explainer videos, social advertising, web content, and event coverage for nonprofit technology-education initiatives.
- Filmed, directed, and edited interviews with local politicians, community organizers, and industry leaders, sharing them on social media.
- Built and promoted a voting campaign that included 300+ entries and approximately 2,500 votes.
- Turned program goals and technical subject matter into accessible visual stories, campaign assets, and digital experiences.

Media & Communications Producer

Sparta United Methodist Church

April 2021 – July 2022, Sparta, North Carolina

- Managed livestream production, A/V workflows, sermon media, and communications content for weekly services and community programming.
- Produced a weekly documentary-style video series, sermon introductions, podcast materials, and other recurring media.
- Scripted and edited sermon introductions, weekly stories, and recurring communications content, including voiceover work.
- Maintained reliable production workflows across filming, editing, audio, live broadcast, and publishing.

SKILLS

Creative: After Effects, Premiere Pro, Photoshop, Illustrator, Audition, DaVinci Resolve, Microsoft365, motion design, video editing, photography

Web & systems: Shopify, HTML/CSS, WordPress, POS and inventory systems, UI/UX design, Social media platforms (TikTok, YouTube, Instagram, Facebook, etc.)
