

John Ary

1114 W 30th Street, Lawrence, KS 66046

913-526-2758

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johnary@hotmail.com

Digital Marketer | Videographer | Photographer | Drone Pilot

Experience

Marketing Specialist

[Good Energy Solutions](#)

Dates Employed 2021 – Present

Lawrence, KS

- Responsible for all marketing, promotions and lead generation efforts for commercial solar, residential solar and electrician divisions.
- Creates, writes and schedules all social media campaigns.
- Produces all video and photo collateral for marketing efforts.
- Manages website and SEO operations.

Owner/Operator

[Robot Monster Creative](#)

Dates Employed 2010 – Present

Lawrence, KS

- Produces a diverse array of media for people and companies including promotional videos, portraits, drone photos & videos, real estate walkthroughs, wedding films and more.

Videographer

[Lillian James Creative](#)

Dates Employed March 2018 – March 2019

Kansas City, Missouri Area

- Produced video projects for small businesses, primarily in the Kansas City area.
- Helped build social media campaigns.
- Supported and built Wordpress website for corporate clients.

Media Specialist

[Texas State Office of Risk Management](#)

Dates Employed February 2012 – February 2018

Austin, Texas

- Produced safety videos and campaigns to help the State of Texas lower its number of injured worker claims.
- Project manager for the relaunch of the SORM website.
- Wrote articles and kept the website's content updated.
- Provided support for all education and information initiatives both internal and external to the agency.

Media Relations Coordinator

[Washburn University AmeriCorps VISTA](#)

Dates Employed Nov 2009 – Nov 2010

Topeka, Kansas

- Created promotional videos, connected with local media outlets, wrote press releases, built websites and led Americorps VISTA marketing initiatives in Northeast Kansas.

Production Coordinator

[Conway Corporation](#)

Dates Employed June 2007 – July 2009

Conway, Arkansas

- Produced local programming, promos, and commercials for the local cable system.
- Responsible for weekly production of "Channel 5 Kids Club with Cadet Kelsie", high school sporting events, city council meetings, televised specials and the talk show "Common Ground"
- Managed part-time videographers and producers for Channel 5 productions.
- Television production rate more than doubled in the first year with the company.

Production Technician

[AETN-TV](#)

Dates Employed January 2007 – June 2007

Conway, Arkansas

- Videographer/Steadycam operator for public television documentary "In Their Words."
- Interviewed World War II vets for interactive website www.intheirwords.org.
- Project has gained national attention from PBS and has set the standard for gathering oral histories for the web.

Creative Services Director

[KMSB-TV/KTTU-TV](#)

Dates Employed July 2005 – October 2006

Tucson, Arizona

- Responsible for all marketing and advertising for 2 commercial television stations.
- Produced, wrote, shot and edited brand building on-air promotion for stations and website.
- Coordinated on-air inventory to maximize reach and effectiveness of marketing strategies.
- Managed department budget.
- Created and coordinated live events that generated brand awareness.
- Since July 2005, FOX 11 News at Nine has experienced steady ratings growth in targeted demos.

Brand Manager

[KWTU-TV](#)

Dates Employed August 2002 – July 2005

Oklahoma City, Oklahoma

- Responsible for all marketing for 6pm and 10pm news.
- Produced, wrote, shot and edited brand building on-air promotion.
- Coordinated nightly on-air inventory to maximize reach and effectiveness of marketing strategies.
- KWTU became the #1 CBS affiliate in the country for late night news during my tenure with the company.

Promotion Manager

[KQTV-TV](#)

Dates Employed May 2000 – August 2002

St. Joseph, Missouri

- Responsible for all on-air, print, radio and website promotion.
- Wrote, shot and edited all promos and public service announcements for KQTV.
- In charge of creative staff that produced on-air look.
- News ratings increased by 20% in the first year at KQTV.

Education

[University of Kansas](#)

Bachelor's Degree 1996 – 2000

Broadcast Management and Broadcast Journalism

Special Skills and Qualifications

- Certified Drone Pilot by the FAA
- Google Ads Search Certified
- Experienced Videographer and Photographer with Own Production Kit
- Skilled Video Editor Specializing with the *Final Cut Pro* Suite and *Adobe Premiere*
- Experienced Architectural and Portrait Photographer
- Proficient with Adobe Creative Suite, Especially *Photoshop* and *Lightroom*
- Knowledgeable Wordpress Developer with Understanding of HTML, Web Development and SEO Practices

Community Organizations

Ballard Center of Lawrence, Kansas - Public Relations Committee Member

United Way of Kaw Valley - Volunteer

Leadership Lawrence - Class of 2024

References

Jill Ballew

Realtor for Stephens Real Estate

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Meg Pearson

Director of Donor Engagement - Douglas County at United Way of Kaw Valley

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Aaron Fulk

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