



# TERRY LAMONT JACKSON

Freelance Creative Director | Cinematographer | Multimedia Producer & Podcast Host

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<https://www.legacystudioep.com> – Website

## PROFILE SUMMARY

Creative storyteller and seasoned media producer with 7+ years delivering high-impact results for production companies, agencies, and brands. Combines cinematic visuals, strategic narrative, and efficient production workflows to elevate brand identity and audience reach. Skilled in driving measurable outcomes—from audience growth to branded engagement.

Freelance and contract work available in:

**Video & Branded Content Direction | Multi-Camera Video Production | Podcast Concept & Episode Production | Audio Engineering & Editing | Creative Consulting & Story Strategy**

## SPECIALTIES

|                                          |                                                                                               |
|------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Video Production &amp; Direction:</b> | Multi-camera shoots, branded visual storytelling, commercial and promotional content          |
| <b>Podcast Production:</b>               | End-to-end podcast creation including audio mixing, guest curation, and platform distribution |
| <b>Cinematography &amp; Editing:</b>     | Cinematic lighting, shot composition, and seamless post-production                            |
| <b>Creative Collaboration:</b>           | Strategic client consultation, storyboarding, scripting, and on-set leadership                |
| <b>Brand Amplification:</b>              | Content strategy designed to drive engagement, conversions, and brand loyalty                 |
| <b>Cameras &amp; Equipment:</b>          | Sony FX6, A7IV, ATEM Mini Pro ISO, Zoom H6, DJI Mic 2                                         |
| <b>Software &amp; Tools:</b>             | Riverside.fm, Final Cut Pro X, DaVinci Resolve                                                |
| <b>Studio &amp; Lighting:</b>            | Studio Lighting (MountDog, ST100), 3-Point Lighting Systems, Teleprompter Gear                |
| <b>Other Skills:</b>                     | Content Planning Tools, Scriptwriting, Branded Set Design                                     |

## PROFESSIONAL EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                                                                 |                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>The Libations Podcast – El Paso, TX   Executive Producer &amp; Host</b>                                                                                                                                                                                                                                                                                                      | <b>2024 – Present</b> |
| Developed a visually engaging podcast series highlighting entrepreneurship, music, and legacy topics.                                                                                                                                                                                                                                                                           |                       |
| <ul style="list-style-type: none"><li>Produced and directed over 20 multi-camera episodes with cinematic lighting and sound design</li><li>Grew audience by <b>70% in one year</b> through high-impact content and distribution on YouTube, Spotify, &amp; podcast platforms</li><li>Featured thought leaders and creatives to establish brand trust and social reach</li></ul> |                       |
| <b>Legacy Studio – El Paso, TX   Freelance Director &amp; Cinematographer</b>                                                                                                                                                                                                                                                                                                   | <b>2020 – Present</b> |
| Independent creative studio offering video production and branded content services for small businesses, creators, and agencies.                                                                                                                                                                                                                                                |                       |
| <ul style="list-style-type: none"><li>Led all phases of commercial and podcast productions, from ideation to delivery</li><li>Increased client base by <b>150% in three years</b> through referrals and visual storytelling excellence</li><li>Produced content that averaged <b>40% audience growth</b> within 12 months post-launch</li></ul>                                 |                       |
| <b>Legacy Barber Studio LLC – El Paso, TX   Digital Media Producer</b>                                                                                                                                                                                                                                                                                                          | <b>2017 – Present</b> |
| Hired to produce and direct high-quality branded content for the studio's digital platforms.                                                                                                                                                                                                                                                                                    |                       |
| <ul style="list-style-type: none"><li>Delivered over 100 short-form and long-form videos for web and social platforms</li><li>Helped drive <b>120% increase in followers</b> via tutorial series and product highlight reels</li><li>Focused on content that increased client retention and brand identity across digital touchpoints</li></ul>                                 |                       |

## BARBERING EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                         |                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Independent Barbering Professional</b>                                                                                                                                                                                                                                                                                               | <b>1998 – Present</b> |
| Licensed since 2015, with deep expertise in client services, grooming trends, and luxury styling.                                                                                                                                                                                                                                       |                       |
| <ul style="list-style-type: none"><li>Awarded <b>“Best Barber Studio in El Paso”</b> for outstanding service and brand image</li><li>Maintained a loyal clientele through quality, creativity, and personal connection</li><li>Frequently collaborate with content creators for grooming segments and behind-the-scenes media</li></ul> |                       |

## MILITARY EXPERIENCE

|                                                                    |                    |
|--------------------------------------------------------------------|--------------------|
| <b>United States Army – Fort Bliss, TX &amp; Global</b>            |                    |
| <b>S-1 NCOIC   Platoon Sergeant   Unit Supply Specialist (92Y)</b> | <b>2002 – 2015</b> |

## EDUCATION

**Bachelor of Science – Digital Cinematography (In Progress)** | *Full Sail University, Winter Park, FL*

## AWARDS & CREDENTIALS

- Best Barber Studio – El Paso (1<sup>st</sup> Place, 2021)
- Course Director’s Award – Full Sail University
- Best Haircut in the Building – Halloween Hair Massacre by Exclusive Cutz
- National Society of Collegiate Scholars – Inducted 2024