

Justin Lescano

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QUALIFICATIONS

Content Outreach & Licensing, Management, Public Speaking, Content Operations, Content Management Systems

Tools: Adobe Creative Suite, Avid Media Composer, Salesforce, Slack, Asana, Trello, Wipster, Frame.io, Canto

WORK EXPERIENCE

Atmosphere TV • Austin, TX

May 2023 – Present

Chive TV Producer

- Produced dynamic weekly segments and graphics for Atmosphere TV's flagship channel, Chive TV, which receives 5.7 million monthly streaming hours at over 26,700 venues.
- Increased Chive TV viewership by 6.3% (44k streaming hrs/mo) with innovative graphics and storytelling.
- Saved over \$1 million in licensing costs for content from over 4,400 content creators.
- Trained 3 Fellows to create 5 hours of Chive TV content and generate over 1.5 million social media views.

Partner Channel Editor

Jun 2022 - May 2023

- Produced 2 hours of weekly partnership content for Waypoint TV, MAV TV, FITE TV, and World Poker Tour.
- Coordinated with partner brand representatives weekly to adapt their content to increase channel revenue.

Alamo Drafthouse Cinema • Austin, TX

Sep 2021 – Jun 2022

Guest Attendant Shift Lead & Trainer

- Trained and supervised 25+ attendants to promote service quality, customer loyalty, and decreasing service wait times to under 5 minutes.
- Served 180+ movie theater guests per day while creating a leisurely dine-in experience.

Texas Performing Arts • Austin, TX

Feb 2021 – May 2021

Marketing & Content Creation Intern

- Boosted engagement with the organization by editing educational materials including a thesis education piece.
- Developed 15+ videos for press releases and media kits for the Marketing team's public relations initiatives.

Austin Film Society • Austin, TX

Aug 2017 – May 2018

Austin Public Access Senior Intern

- Researched marketing practices and learned editing software while promoting the studio's services including 1,385 hours of after-school youth programs.
- Networked with filmmakers and organization donors to further the philanthropic activities of the non-profit.

EDUCATION

The University of Texas at Austin • Austin, TX

Bachelor (BS) in Radio, Television and Film. Minor in Arts Management and Administration.