



John General

Emmy nominated producer passionate about empowering peoples' understanding of the world through business related video. Over a decade of experience in video production, and have been published on CNN, Frontline/PBS, The New York Times Magazine and AJ+.

SAY HELLO!

📞 (908) 343-7144

✉️ john@johnngeneral.com

🌐 www.johnngeneral.com

SKILLS

Adobe Premiere & After Effects

2D & 3D Animation

Cinematography

FAA Drone Licensed

Scripting & Research

Project Management

EDUCATION

New York University - 2023

MA Journalism

3.95 GPA

Emerson College - 2017

BA Film Production

3.95 GPA, Summa Cum Laude

Emmy Nominated Producer, CNN Business Feb 2018 - Present

Deliver fact-based business and economic stories in collaboration with a vast network of international reporters and correspondents that inform millions of viewers. Regularly pitch, shoot and edit business and economy related videos for cross-platform distribution. Consistently optimize video for on-platform, broadcast television and social media audiences including vertical video and live shows with a deep understanding of SEO analytics to drive engagement.

Production Assistant, CNN VR Sep 2017 - Feb 2018

Post-production expert for award-winning 360° virtual reality videos that took CNN viewers around the world from Antarctica to the towering redwood forests. Standardized workflows that templated 360° motion graphics and streamlined the cross-functional teamwork required on an international newsgathering scale.

Virtual Reality Intern, Emblematic Group Jan 2017 - Apr 2017

Provided post-production support on high visibility VR projects for clients such as The New York Times Magazine, Frontline/PBS, and AJ+. Projects utilized volumetric video capture, photogrammetry, and dynamic 360° camera movements.