

Justine Davis

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Professional Summary

Content Strategy Lead and Senior Video Producer with 20+ years of experience leading multimedia production from concept to delivery. Known for crafting compelling stories through expert video editing, motion graphics, and team leadership. Proven ability to align creative vision with business goals, elevate brand engagement, and produce content that resonates across platforms.

Professional Experience

Johnson Health Tech – North American Content

Content Strategy Lead & Studio Operations Manager

Cottage Grove, WI | September 2021 – Present

- Built and led an in-house content team and studio infrastructure from the ground up, establishing scalable workflows, creative systems, and operational best practices.
- Directed and produced 1,300+ videos across fitness, wellness, education, training, and brand promotion for major brands including Matrix, Horizon, Vision, and Treo Wellness.
- Developed and executed cross-functional content and brand strategies in collaboration with marketing, product, and leadership teams.
- Oversaw end-to-end production and post-production, introducing advanced techniques in motion graphics, color grading, and animation.
- Created original audio content from concept through final edit for the Treo Wellness app and for Synca massage chair products, crafting immersive experiences that deepened brand connection across distinct platforms.
- Managed studio operations, budgeting, vendor relationships, and resource allocation to maximize team efficiency and output.

WISC-TV 3 (CBS affiliate)

Lead Newscast Director & Assistant Operations Manager

Madison, WI | August 2000 – September 2021

- Directed daily live newscasts with a focus on high production value, technical precision, and audience engagement.
- Led technical crews and collaborated closely with producers to optimize rundowns, visuals, and live workflows.
- Designed and produced on-air graphics and visual assets for newscasts, special coverage, and promotional segments.
- Trained and mentored new directors and technical staff, helping to maintain high performance standards across the department.

- Assisted with scheduling, staff coordination, and department operations in partnership with the Operations Manager.
- Optimized broadcast operations using iNews and Ross Overdrive automation systems.
- Partnered with engineering teams to diagnose and resolve technical issues, ensuring smooth live broadcasts.

Education

University of Wisconsin - Stevens Point

B.A. in English | Minors: Writing & Business Administration

Madison Media Institute

Diploma in Radio and Television Broadcasting

Certifications & Training

- Introduction to After Effects – School of Motion (May 2024)
- LinkedIn Learning Courses (2021): Photoshop, Premiere Pro, After Effects VFX, Color for Editors, Social Media Marketing & Strategy, Motion Graphics for Social Media

Technical Skills

- **Video & Audio Production:** Adobe Premiere Pro, After Effects, Audition, ElevenLabs, Multi-Camera Setups
- **Creative & Digital Media:** Motion Graphics, Graphic Design, Photography, Canva, Visual Storytelling, Brand Alignment
- **Project & Team Leadership:** Frame.io, Workflow Optimization, Budget Management, Cross-functional Team Collaboration, Team Mentorship, Stakeholder Communication
- **Audio Content Development:** Produced immersive audio experiences for wellness apps and products, including sleep stories, soundscapes, guided meditations, and voiceovers, utilizing Adobe Audition and ElevenLabs AI for high-quality production and editing.

Interests & Hobbies

Cycling | Reading | Musical Theater & Film | Stand-Up Comedy