

# Justine Davis

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## Professional Summary

Communications and Content Strategist with 20+ years of experience delivering multimedia content from concept to final production. Known for crafting compelling stories through expert video editing, motion graphics, and collaborative creative leadership. Skilled at aligning content strategies with business goals to elevate brand engagement across digital and social platforms.

## Professional Experience

### Johnson Health Tech – North American Content

#### Content Strategy Lead & Studio Operations Manager

Cottage Grove, WI | September 2021 – June 2025

- Built and led an in-house content team and studio 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

- Canva Design Essentials - *Skillshare* (April 2026)
- Adobe InDesign CC Advanced Training Course - *Udemy* (January 2026)
- Adobe Illustrator CC Essentials Training Course - *Udemy* (December 2025)
- Adobe InDesign CC Essentials Training Course - *Udemy* (October 2025)
- Digital Marketing Mega Course for 2025 - *Udemy* (October 2025)
- Introduction to After Effects – *School of Motion* (May 2024)
- *LinkedIn Learning* (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 Production, Post-Production Editing, Audio Mixing & Mastering
- **Creative & Digital Media:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress (Elementor), Motion Graphics, Graphic Design, Photography, Canva, Visual Storytelling, Brand Alignment
- **Project & Team Leadership:** Workflow Optimization, Strategic Planning, Budget Management, Cross-Functional Collaboration, Team Mentorship, Stakeholder Communication, Frame.io
- **Audio Content Development:** Produced immersive audio experiences for wellness and lifestyle brands including sleep stories, soundscapes, guided meditations, and voiceovers using Adobe Audition and ElevenLabs