

# JAY SANDHOUSE

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**Senior Multimedia Producer | Media Educator | Writer • Producer • Editor**

## Professional Summary

Senior multimedia producer and educator with over 41 years of experience spanning broadcast television, cable, marketing, and higher education. Currently serving at Florida International University, combining hands-on media production with instruction in multimedia, studio production, and capstone courses. Extensive background in network television promotion, regional cable marketing, live production, and on-air announcing. Continues to engage in freelance and consulting work.

## Professional Experience

### Senior Multimedia Producer & Instructor | Florida International University

2009 – Present

- Produce video content, event photography, professional headshots, audio production, graphic design, and digital media supporting student engagement, advising, and retention.
- Support and evaluate instructional and communication technologies related to academic advising and student success.
- Develop training materials and lead training sessions for advisors and student communities.
- Teach undergraduate courses in Multimedia Production, TV Studio Production, and Multimedia Production Capstone.
- Integrate real-world production workflows, on-camera performance coaching, and announcing fundamentals into coursework.

### Instructor / TV Producer & Production Supervisor | Miami Dade College / MDC-TV

1999 – 2009

- Taught broadcast and media production courses including Broadcast News, Writing for Electronic Media, Radio & Television Announcing, Television Studio Production, Direction, and Electronic Field Production.
- Served as Instructor of Record for television internships and MDC-TV production courses.
- Supervised live and recorded television productions as Production Supervisor, Director, and Technical Director.
- Selected, trained, and supervised student production crews.
- Served as Academic Advisor and contributed to curriculum development.

## **Network Writer / Producer | PAX-TV (Paxson Communications)**

1998 – 1999

- Member of the network launch team for PAX-TV, the nation's seventh broadcast network.
- Wrote, produced, directed, shot, and edited on-air promotions.
- Created promotional campaigns for programs including Touched by an Angel, Diagnosis Murder, and Dr. Quinn, Medicine Woman.

## **Marketing Production Manager, Southeast Region | Continental Cablevision / MediaOne**

1986 – 1998

- Led regional video production and marketing initiatives across multiple Southeast markets.
- Produced and directed commercials and infomercials for MediaOne and major cable networks.
- Developed regional marketing strategies across television, radio, and print.
- Managed production staff and coordinated cross-channel promotional campaigns.
- Contributed creative input to national branding initiatives.
- Produced programming for local access channels.
- Served as on-air announcer for high school football and basketball, minor league baseball, and talk show programming.

## **Education**

Master of Arts, Educational Technology (Curriculum & Instruction)  
Florida Gulf Coast University

Bachelor of Arts, Communication (Broadcasting)  
Florida Atlantic University – Summa Cum Laude

Bachelor of Science, Business Administration (Marketing)  
University of Florida

## **Technical Skills**

Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Audition, Illustrator, InDesign, Lightroom)

Video Production • Photography • Audio Production • Graphic Design • Social Media Content