

JONATHAN GUAJARDO

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EDUCATION

M.A. in Communication Arts: University of the Incarnate Word. San Antonio, TX. (Graduated: 12/2014)
• *Total Cumulative GPA:* 3.95

B.A. in Communication Arts: University of the Incarnate Word. San Antonio, TX. (Graduated: 05/2013)
• *Total Cumulative GPA:* 3.88

Central Catholic High School: GPA 4.0 (Graduated: 05/2009)

WORK EXPERIENCE

(08/2020-Present) Course Director – COMM 275, Department of Communication

- *Texas A&M University (College Station, Texas)*
- Oversee instructors teaching COMM 275: Intro to Social Media to make sure all curriculum is in-line with the Department's goals and will prepare students for COMM 476: Advanced Social Media.
- Provide direction to graduate students who are teaching the course for the first time, as well as guidance for their growth as an instructor.
- Arrange meetings and facilitate discourse to ensure that the needs of the course's instructors are being met so they can provide a creative learning environment for their students to explore the rapidly changing world of social media.

(08/2019-Present) Lecturer, Department of Communication

- *Texas A&M University (College Station, Texas)*
- <https://liberalarts.tamu.edu/communication>
- Teach a variety of new media and traditional media courses within the Department of Communication at Texas A&M University. The position places an emphasis on teaching and engaging with students in a diverse university setting.

(5/2008-Present) New Media Entrepreneur/Business Owner of GA Media Productions

- *GA Media Productions (San Antonio, TX)*
- Operate and maintain business relations with a variety of individuals and companies, including Nature Sweet Tomatoes, Tom Benson Car Dealerships, and various news outlets. The services I offer include photography, videography, social media promotions, website development, virtual tour construction, 3D graphic animations, stop-motion animations, multi-camera live streaming and event coverage.
- Hired to work on production crews in a variety of new media situations for various major companies including, but not limited to: ESPN, the National Basketball Association, AARP, and Cox Media Group. Services I've provided include videography, photography, media wrangling, multi-camera live streaming and production assistance.

(3/2019-Present) Owner/Editor-In-Chief, The San Antonio Sentinel

- *The San Antonio Sentinel (San Antonio, TX)*
- www.sasentinel.com
- The San Antonio Sentinel is a hyper-local news website dedicated to providing readers with an impartial look at city politics, business news, and lifestyle coverage. We update the site regularly

and place an emphasis on high-quality photographic content, as well as thorough long-form news articles that place the reader in a well-educated position on city issues and local topics.

- I manage a freelance staff of seven writers who cover the three different beats and routinely conduct interviews with prominent local and state politicians, activists, and artists.

(1/2017-5/2017) Adjunct Professor, Television Production II (COMM 3320)

- *Our Lady of the Lake University (San Antonio, Texas)*
- Taught a 3000 level course on Advanced Television Production at Our Lady of the Lake University. The class placed an emphasis on the development and production of talk shows, news formats, music video productions, and sitcom/drama format programming. Students were required to develop, write, and produce one 30-minute talk show, sitcom, or info program for a final project and four individual genre videos throughout the semester.

(1/2017-5/2017) Faculty Moderator of Student-Run Lakefront News Program

- *Our Lady of the Lake University (San Antonio, Texas)*
- Moderated the student-run newscast program, *The Lakefront Live* at Our Lady of the Lake University. The position included meeting with students to make sure they are finding and shooting stories for the weekly newscast and assisting them with production techniques and the usage of advanced news-production equipment including 4K Broadcast cameras, Tricaster video switching, grid lighting techniques, in-studio soundboard mixing and on-location news production.

(8/2016-12/2016) Adjunct Professor, Digital News Production (COMM 2320)

- *Our Lady of the Lake University (San Antonio, Texas)*
- Taught a Digital News Production class at Our Lady of the Lake University on the basics of studio and field production with an emphasis on equipment usage, lighting, sound and editing. The class was a 2000 level course and consisted of three class hours and three studio hours per week.

(3/2015, 3/2016) Official South By Southwest (SXSW) Photographer

- *South By Southwest*
- Photographed various SXSW events, talks, and concerts for the festival. Out of 20,000 applicants, only around 80 were chosen to be official SXSW photographers.

(5/2013-12/2014) UIW School of Media and Design (SMD) Social Media Coordinator

- *University of the Incarnate Word School of Media and Design*
- Operated various social media outlets for the University of the Incarnate Word's School of Media and Design, in addition to promoting the department at various events and keeping students informed about upcoming SMD-sponsored events.

(6/2011-5/2014) Student Body President

- *University of the Incarnate Word Student Government Association*
- Organized and promoted on-campus events. Approved and maintained relations with various Incarnate Word organizations including the Alumni Association and the Board of Trustees. Lobbied for the student body to the administration.

(4/2013-6/2013) Media Producer Carlos Zalidvar for San Antonio District 7 Campaign

- *Carlos Zalidvar for District 7 Campaign*
- Served as the social media coordinator, photographer, and videographer for the Carlos Zalidvar campaign. Shot, edited, and produced a web promo video for the campaign, took photos at various campaign events, and managed the campaign Facebook page.

(6/2009-4/2011) Football Videographer

- *University of the Incarnate Word Football Department*
- Filmed football practices and games and edited the footage for the coaches in preparation for upcoming games.

AWARDS, HONORS & ORGANIZATIONS

TAMU Nomination – Hullabaloo U First Year Experience Instructor of the Year (2021)
UIW Student Body President: 3 Terms (2011-2012, 2012-2013, 2013-2014)
UIW Dean's List: Every Semester (Fall 2008 / Fall 2011)
UIW Board of Trustees: Member (Fall 2011-Spring 2013)
UIW Alumni Board: Member (Summer 2011-Spring 2014)
UIW Student Government Association Parliamentarian: (Spring 2011)
UIW Student Government Association:: Intern (Fall 2010)
UIWTV: Produced/Directed Internet television programs.
UIWTV Sports Anchor and Camera Operator (Fall 2010)
UIW Red C: Public Relations Director; Notable: Designed "Red C" T-shirt (Fall 2010)
KUIW Internet Radio Sunday Programming Director: DJ of the Month (11/2012)
UIW Convergent Media Collective President (1/2014-12/2014)
UIW School of Media and Design Outstanding Graduate Student (Fall 2014)

NOTABLE ACADEMIC PROJECTS & RESEARCH

- **"Showing Trajectory" Talk Series**
 - Status: Completed.
 - Showing Trajectory is a lecture-based talk series highlighting the success of individuals and the paths taken to reach their goals. This talk series showcased these individuals through panel/interview style livestreamed discussions. The talk series took place on October 13th and 20th of 2020, November 17th of 2020, and April 14th and 21st of 2021. Topics ranged from LatinX theories and culture to community building to media making and being trans in academia.
 - Work Performed: Working with the group to develop topics for the talk series, holding and occasionally moderating bi-weekly meetings, and producing the livestream for the series using streaming software and Facebook Live.
- **Texas A&M University Media and Gaming Lab**
 - Status: Ongoing
 - Work with Dr. Joseph Lopez to run the Media and Gaming Lab in Bolton Hall on the Texas A&M University campus. This serves as a place for students to work on their creative projects outside the classroom, connecting and collaborating with other like minded creatives from a variety of majors.
 - Work Performed: Leading Media Lab meetings and hosting events, lab planning, and student outreach.
- **Course Development – COMM 377: New Media and Entrepreneurship**
 - Status: Completed and Currently in Curriculum
 - Developed a course to service the interests of students who want to use their communication and media skills to start their own enterprises upon graduation or while in the university environment.
 - Syllabus Course Description: "Communicative principles and skills necessary to launch future multimedia entrepreneurial endeavors in a saturated digital environment; exploration of shift in the entrepreneurial landscape; emphasis on collaborative communication methods as a means to free market success."
 - Work Performed: Wrote, developed, and modified the course as needed by the administration. Advocated for the course to the department's faculty. Worked with the undergraduate coordinator to help the course transition from a special topics course in the Fall of 2020 to a curriculum course in the Fall of 2021.
- **Curriculum Development – New Media Production Minor, Department of Communication (TAMU)**
 - Status: Pending university approval.

- Developed a minor specializing in new media production to facilitate students who are interested in growing their practical media skills while immersing them in the theoretical framework necessary for a Tier 1 Communication Department.
 - Mission Statement: “The New Media Production Minor in the Department of Communication at Texas A&M University prepares students not only for success in existing careers in the field of digital media production and new media content creation, but also seeks to grow leaders who will explore the current media landscape and postulate the future of emerging forms of new media and the effects they will have on society.”
 - Work Performed: Wrote, developed, and modified the minor as needed. Developed 5 additional courses to shape the framework of the minor.
- **Course Development – COMM 312: Studio and Live Media Production**
 - Status: Pending university approval.
 - Syllabus Course Description: “Exploration of contemporary studio and live media production formats; examination of differences between live media formats and pre-recorded narratives; analysis of current forms of live media consumption and production; skills development to work in a varied and evolving live-media landscape.”
 - Work Performed: Wrote, developed, and modified as needed.
- **Course Development – COMM 332: New Media Video and Contemporary Production Methods**
 - Status: Pending university approval.
 - Syllabus Course Description: “Contemporary skills necessary to produce digital video works in the 21st Century media environment; evolution of the video medium across multiple channels and examination of its role in shaping the digital landscape; emphasis on cross-platform production techniques to produce and analyze web-centric video content and narrative works of media art.”
 - Work Performed: Wrote, developed, and modified as needed.
- **Course Development – COMM 334: New Media Audio and Contemporary Production Methods**
 - Status: Pending university approval.
 - Syllabus Course Description: “Contemporary skills necessary to produce audio works in the 21st Century media environment; evolution of the audio production process; the role of audio production in music and narrative systems; examination of basic principles of audio production and their evolution in the digital mediascape; basic practical skills necessary to work in audio production environments.”
 - Work Performed: Wrote, developed, and modified as needed.
- **Course Development – COMM 376: Communicative Principles of Photography and Graphic Design**
 - Status: Pending university approval.
 - Syllabus Course Description: “Traditional and contemporary media skills necessary to analyze photographic and two-dimensional visual graphic art and design pieces; examination of photographic styles and graphic layouts; basic design techniques for utilization with digital production methods; production skills necessary to succeed and ideate in creative design settings.”
 - Work Performed: Wrote, developed, and modified as needed.
- **Course Development – COMM 390: Emerging Technologies and New Media**
 - Status: Pending university approval.
 - Syllabus Course Description: “Examination of existing media technologies and their evolution from analog to digital; recognition of the perceived effects of the digitization of art and the means of production; projecting future uses of existing mediums and potential innovations predicated by current forms of media; prototyping the future of the new media landscape in order to theorize coming advancements.”
 - Work Performed: Wrote, developed, and modified as needed.
- **“Mabuhay Filipino Texans” Project at the Institute of Texan Cultures**
 - Status: Completed. The exhibit runs from May 18, 2019 - February 2, 2020

- “Mabuhay,” presents the story of Filipinos in Texas. Filipino presence began as early as the 1820s, when Francisco Flores, a Filipino sailing on a Spanish ship, took up residence in Rockport. The exhibit takes its name from the Tagalog word meaning “welcome.” Mabuhay details Filipino culture, culinary traditions, military service, and other aspects of Filipino life in Texas. The ITC developed Mabuhay with the assistance of a Filipino community advisory board.
 - <http://www.texancultures.com/exhibit/mabuhay/>
 - Work Performed: Video Production Work and Video Interviews.
- **Entrepreneurial Communication Research Initiative**
 - Status: Ongoing
 - This is an initiative that Dr. Joseph Lopez and I have been working together on since September 2018. It examines ways that modern entrepreneurs communicate with each other both online and offline. Our main objective is to explore entrepreneurial communication methods through research and practice.
 - Work Performed: Establishing organizational structure and preliminary web work.
- **“Converging Texan Cultures” Exhibit at the Institute of Texan Cultures**
 - Status: Completed
 - This exhibit examines Texan Cultures from a 21st century technological perspective and highlights contemporary themes in Texas architecture, food, and textiles/clothing.
 - Production Work Performed: Architectural Videography (Houston, San Antonio, Dallas, Austin), Culinary Videography, Photography, Video Editing, General Documentation, Team Management.
 - http://www.texancultures.com/converging_texan_cultures/
- **“Deserted Texas” Documentary Series**
 - Status: Currently In Production
 - Deserted Texas consists of a group of explorers, historians and media professionals who enjoy researching Texas history and visiting towns that once bustled with throngs of people but now lay dormant as a reminder of a time long passed.
 - Production Work Performed: Team Management, Research Collection, Photography/Videography, Digital Video/Photo Editing, Social Media Management, Web Management
 - <http://www.desertedtexas.org/>
- **“The Boy Made of Lightning” iBook**
 - Status: Completed
 - The first children’s book about the life of voting rights pioneer Willie Velasquez. The narrative includes original art, music, pop-up video windows, translations & sound effects. Narrated by Congressman Joaquin Castro.
 - Production Work Performed: Photography/Videography, Digital Video/Photo Editing.
 - <http://www.willievelasquezbook.com>
- **Cox Media Projection Mapping Collaboration**
 - Status: Completed
 - The Convergent Media Collective consulted with Cox Media Group on a promotional projection mapping concept. The concept developed into a site-specific projection project where they would be able to promote their clients through projection environments using branding in the background, as well as well customers/patrons.
 - Production Work Performed: Videography, Photography, Projection Mapping work.
- **“Young Historians, Living Histories” Project at the Institute of Texan Cultures**
 - Status: Completed
 - The program’s goal was to encourage young historians to “explore and better understand the history and culture of the Asian Pacific American community while learning to utilize new technology.” Worked with the Convergent Media Collective to produce video pieces of young Koreans and Korean immigrants telling their unique stories about coming to America and their encounter with the American culture.

- Production Work Performed: Videography, Photography, Documentation, Digital Video/Photo Editing.
 - http://www.texancultures.com/young_historians_living_histories/
- **“Electro Sounds” Event at the University of the Incarnate Word**
 - Status: Completed
 - Electronic dance music event created by the Convergent Media Collective to stimulate campus life and provide the students of the university with a night of music and dancing.
 - Production Work Performed: Event Planning, Team Management, Photography, Videography, Digital Video/Photo Editing.
- **Convergent Media Demo at TEDx San Antonio**
 - Status: Completed
 - This year the Convergent Media Collective was asked by TEDx San Antonio to host a demo of our projects and research. We were happy to oblige and we put together a group of demos that we felt exuded the raw nature of our work, both technologically and theoretically.
 - Production Work Performed: Videography, Photography, Digital Video/Photo Editing, Team Management, Social Media Promotion, Presentation, Face-to-face promotion.
- **Bexar County “Bibliotech” Project**
 - Status: Completed
 - The Convergent Media Collective consulted with Bexar County officials during the creative process for the BiblioTech Digital Library, which is the first all-digital public library in the United States and is located in Bexar County, Texas. Since the doors of the first branch opened on September 14th, 2013, BiblioTech has actively worked to bridge literacy and technology gaps in San Antonio and surrounding areas by establishing a community presence at the physical locations as well as an online presence through the digital collections and resources.
 - Production Work Performed: Videography, Photography, Documentation, Team Management.
- **The BMC Effect: An Examination of Black Mountain College and Its Impact on 21st Century Alternative Pedagogical Models**
 - Status: Completed
 - The BMC Effect is Black Mountain College’s influence on contemporary alternative pedagogical educational experiments. Founded in 1933 in the small town of Black Mountain, North Carolina, Black Mountain College focused much of its efforts on educating the wholeness of its students utilizing a model of student-teacher open dialogue. The College also sought to incorporate artistic growth into its curriculum, believing that this would help students in their ideation process and encourage creativity. Although it closed its doors in 1957, the College’s presence can still be felt throughout the many experimental colleges and programs, which followed its radical teaching model. This website explores the philosophy of Black Mountain College and traces its influences to these various programs, specifically focusing on the former ACTLAB at the University of Texas at Austin, the Media Lab at the Massachusetts Institute of Technology and the newly founded Convergent Media Program at the University of the Incarnate Word.
 - <https://www.jonathanguajardo.com/the-bmc-effect/>

PRESENTATIONS & GUEST LECTURES

- **Central Catholic High School (April 2012)**
 - Audience: CCHS Student Body
 - Topic: Making the Most of Your High School Career
- **University of the Incarnate Word (Spring 2013/Fall 2013/Fall 2014/Spring 2015)**
 - Audience: UIW School of Media and Design Students
 - Topic: Making the Most of Your Collegiate Career

- **Texas A&M University (November 2013)**
 - Audience: Intro to Mass Communication Class
 - Topic: New Media & Activism
- **Dorkbot Austin (April 2013)**
 - Audience: Dorkbot Austin Members
 - Topic: Convergent Media at the University of the Incarnate Word
- **College Broadcasters Inc. (CBI) National Student Electronic Media Convention (November 2013)**
 - Audience: CBI Students
 - Topic: New Media & Activism
- **University of the Incarnate Word (Spring 2015)**
 - Audience: UIW School of Media and Design Students
 - Topic: Entrepreneurship and New Media
- **Texas A&M University-San Antonio (Fall 2015)**
 - Audience: TAMUSA Communications Students
 - Topic: Entrepreneurship and New Media
- **University of the Incarnate Word (Fall & Spring 2017)**
 - Audience: UIW School of Media and Design Students
 - Topic: New Media Entrepreneurship

TECHNICAL SKILLS & QUALIFICATIONS

- Apple Final Cut Pro 7
- Apple Final Cut Pro X
- Adobe Creative Cloud
- Adobe Premiere
- Adobe After Effects
- Apple Logic Pro
- Adobe Lightroom
- Adobe Photoshop
- Adobe InDesign
- Adobe Bridge
- Adobe Illustrator
- NewTek Tricaster
- iBooks Author
- Garageband
- Panotour Virtual Tour Creation Software 2.3
- AutoPano Pro Panorama Creation Software 3.7
- Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher)
- Avid ProTools
- Celtx Script Writing Software
- Google Office
- Panasonic HMC-150 Video Camera Operation
- Canon DSLR Operation
- Video and Photographic Lighting
- Audio Production and On-Site Recording
- Public Speaking
- Creative and Article Writing/Publishing