

JJ HOUSE

John J. House on paper, JJ House everywhere else.

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PROFESSIONAL SUMMARY

Video producer and creative strategist with 10+ years across commercials, branded content, and social for entertainment and consumer brands, paired with an entertainment-management master's degree from LMU. Is strongest upstream, framing an idea, building the strategy around it, and presenting it in earnest. Can wear all the hats, thrives with collaborators. Measures every project against one question: is this actually becoming what it's trying to be? Shapes that through the creative, the people, and the logistics, confident that most constraints are solutions ready to be found.

SKILLS

Media Production: Producing, directing, editing, cinematography, photography, motion graphics, scriptwriting

Project Management: Budgeting, scheduling, client communications, team leadership, workflow optimization

Software: Adobe Creative Suite, DaVinci Resolve, Blender 3D, Hot Budget, YouTube Studio, Asana, Airtable, Google Suite

AI Tools: AI-assisted animation pipelines, Luma AI, ComfyUI, ElevenLabs, Claude, Gemini, NotebookLM

Strategy & Storytelling: Creative strategy, brand storytelling, audience insights, campaign development, pitching

WORK EXPERIENCE

Account Coordinator · Little Dot Studios

Los Angeles, CA · Apr 2025–Present

Account operations and packaging for brand and creator YouTube channels.

- Manage day-to-day YouTube operations for 15+ brand and creator channels with a combined 100M+ subscribers and 45B+ lifetime views, including Pokémon, Prime Video, T-Mobile, and the Dobre Brothers.
- Produce social packaging for Love Island USA Seasons 7 and 8 (114M+ views, 223K new subscribers), including the breakout “I’m a Mommy” moment.
- Write copy, design thumbnails, and program originals for Hulu, Peacock, and Prime Video; work across Prime Video and Pokémon TV has driven 5B+ views and 5.1M new subscribers.

Co-Founder & Producer · West of 20 Productions

Los Angeles, CA · Nov 2019–Oct 2024

End-to-end creative and production for branded content and music videos.

- Shaped and pitched creative concepts to clients, turning brand goals into treatments and campaigns covered by Rolling Stone, Paper, Paste, and Stereogum.
- Grew the company from \$39K to \$554K in annual revenue over two years, producing 16 projects at peak and running \$259K in yearly crew payroll while delivering under budget.
- Produced marquee music videos: 5 for Charli XCX’s #1 UK album *Crash* (22M+ views on “Beg For You” and “Used To Know Me”) and 2 for Magdalena Bay, including “Chaeri,” Rolling Stone’s #42 song of 2021.

Freelance Video Producer & Content Creator

Los Angeles, CA · Dec 2017–Present

Independent practice spanning producing, post-production, and platform strategy across fashion, music, and fitness.

- Produced music videos for Rebecca Black, Lauren Jauregui, and Empress Of, FINNEAS’s “Cleats” for Lab INC, and 4+ years of workout content for Plankk Studio’s celebrity-trainer fitness apps.
- Post-production: edited and created VFX for official music videos by Charli XCX, Magdalena Bay, and RÜFÜS DU SOL, plus campaign films for AMIRI and Got Milk?.
- Built an AI-assisted animation pipeline pairing Blender 3D with AI tooling to deliver a series of ads that read as hand-drawn 2D animation.
- Led content strategy and social platform optimization across YouTube, Instagram, and TikTok for artists including Jordana and Honey Harper.

Production Assistant & Coordinator · Hungry Man, Prettybird, and features

Los Angeles, CA · 2015–2017

Commercial and feature sets, including The Way Back and projects with Taika Waititi.

EDUCATION & COMMUNITY

Master in Entertainment Leadership & Management · Loyola Marymount University

Los Angeles, CA

4.0 GPA. Capstone: *Embody*, a prep-to-pro collective putting real pros and vetted experts in a young athlete and their support system’s corner.

B.F.A. in Film & Transmedia · Syracuse University, College of Visual and Performing Arts

Syracuse, NY

Magna Cum Laude, 3.6 GPA · Minor in Public Communications, S.I. Newhouse School of Public Communications. · The Haverford School, Haverford, PA.

Producing With AI · Course

Los Angeles, CA · 2025

Directed the production, leading the team on the technical approach to delivering a 2D animated show.

Filmmaking Mentor & Camp Producer · OMG Everywhere

Los Angeles, CA · 2022, 2023

Free LA youth film camp founded by The Daniels, Hiro Murai, and Prettybird leadership.