Jesse J. Holden

jessejholden@gmail.com
jessejholden.com | linkedin.com/in/jessejholden

Director of Video | Creative Production & Motion

PROFESSIONAL SUMMARY

Director of Video and Adobe Certified Expert (ACE) with nearly 15 years building and running video programs for enterprise B2B tech brands, from a startup with no video function at all to a $60B+ global brand. I own the strategy, lead the team, and still edit, animate, and shoot when it counts. Led teams of 4-6 editors plus a network of agencies and freelancers, created the VMware Explore animation system still in use today, and built the production systems (b-roll and template libraries, intake, review workflows) that let small teams ship at enterprise volume. Comfortable in the executive room and the edit bay, and actively folding AI-assisted tools into production to move faster without lowering the craft bar.

CORE STRENGTHS

- Video Strategy & Program Ownership
- Creative Direction & Brand Governance
- Budget, Timeline & Capacity Planning
- B-Roll, Template & Asset Libraries
- Motion Graphics & Editing (ACE)
- Team Leadership & Editor Development
- Agency, Vendor & Freelancer Management
- Event Motion Systems & Visual Identity
- Livestream & Event Production
- AI-Assisted Video Workflows

PROFESSIONAL EXPERIENCE

Director of Video

Cloudera | 2026 – Present

- Audited the full public video catalog and benchmarked it against competitor channels (formats, product coverage, typical performance) to set where video should go next.
- Built the video strategy and product storytelling plan for the brand, including an intake process and the mix of in-house versus external production.
- Hands-on across edit, motion, and delivery while standing up the program, keeping output moving during the build-out.

Director of Video

Confluent | 2024 – 2026

- Owned end-to-end video strategy and creative direction for a high-growth B2B data streaming brand, setting production frameworks across brand, product, events, social, and internal content.
- Led, mentored, and developed a team of video editors and creatives, setting priorities, workflows, and feedback loops for high-quality, on-brand output across multiple concurrent workstreams.
- Architected a standardized global b-roll and motion graphics library, increasing production velocity by 40% while keeping brand consistency across every deliverable.
- Worked heavily on the Data Monster brand campaign, delivering video and motion across its rollout.
- Team output included the Life Is But A Stream series, system design explainers, the "Set Your Data in Motion" spot, and video, animation, and music for the Current conference keynotes.
- Sourced and managed external agencies, freelance crews, and post vendors, holding partners to timelines, budgets, and quality standards.
- Owned the production calendar, resourcing, and capacity planning, with clear intake, prioritization, review (Frame.io), and delivery processes.
- Implemented event livestreaming to extend the reach of company events and grow the audience beyond in-person attendees.
- Integrated AI-assisted tools for rough cuts, transcription, audio cleanup, and generative footage, cutting turnaround time and revision cycles.

Director of Video, Global Marketing & Brand

VMware | 2014 – 2024

- Owned video strategy and production for a $60B+ global enterprise tech brand for 10 years, defining creative frameworks across brand, product, events, social, and internal content.
- Led, mentored, and developed a team of 4-6 video editors and creatives, driving 30% year-over-year growth in content output without proportional budget increases.
- Produced the VMware Multi-Cloud Briefing, a quarterly newscast-style series made entirely in-house with budget routed to paid distribution. The six main 2022-2023 episodes alone hold 36M+ YouTube views.
- Directed the animations for VMware Explore and created its animation system, still in use today, while helping build the event's assets, look, and feel. My team also produced video, animation, and music for the keynotes.
- Produced recurring series including 20 Questions, Problem Solved, Network Visionaries, VMware Explore Highlights, and the Extreme Performance Series.
- Ran the million-dollar-plus in-house studio on the Palo Alto campus, and built and managed an ecosystem of agencies, editors, and freelancers to scale capacity.
- Led development and the first animations of a long-running motion graphics paid social campaign that grew into a multi-year brand series.
- VMware's video team was selected by Adobe as a featured customer for our Frame.io and Camera to Cloud workflow, appearing in Adobe's customer film shot in Los Angeles and in a Frame.io blog feature (2024).
- Managed video communications and brand narrative through the Broadcom acquisition.

Senior Video Producer & Technical Lead

AirWatch (acquired by VMware) | 2012 – 2014

- Built the video production function from scratch at a fast-growing enterprise SaaS startup, establishing workflows, standards, production systems, and vendor relationships.
- Produced, directed, shot, and edited product demos, sales enablement videos, customer stories, and event content, plus the motion graphics and branded templates behind them.
- Set the production foundation that carried into VMware's global marketing organization after the 2014 acquisition.

EDUCATION & CERTIFICATIONS

- B.S., Film & Media Arts, University of West Georgia
- Adobe Certified Expert (ACE), Premiere Pro
- Adobe Certified Expert (ACE), After Effects
- Adobe Certified Expert (ACE), Video Design
- Digital Media Technical Certificate (Audio Engineering), West Georgia Technical College

TECHNICAL TOOLKIT

Editing & Finishing	Premiere Pro (ACE), DaVinci Resolve Studio, Fairlight, Frame.io
Motion & 3D	After Effects (ACE), Cinema 4D, Redshift
Audio	Audition, Logic Pro, Pro Tools, iZotope, FabFilter
AI & Generative	Runway, Adobe Firefly, Google Veo, Stable Diffusion, Weavy.ai, ElevenLabs, Suno, Descript
Design	Photoshop, Illustrator, Figma, Canva
Workflow & PM	Frame.io, LucidLink, Asana, Workfront