

JABRIL SHABAZZ

Houston, TX | (323) 308-5720 | jabrilshabazz@gmail.com

LinkedIn: <https://www.linkedin.com/in/jabril-shabazz> | Portfolio: <https://jabrilshabazz.com>

VIDEO CONTENT PRODUCER | DIGITAL CONTENT PRODUCER | SOCIAL MEDIA STRATEGIST

PROFESSIONAL SUMMARY

Creative Video Content Producer and Social Media Strategist with 10+ years of experience in acting, filmmaking, digital storytelling, short-form video, audience engagement, and on-camera performance. Skilled in writing, filming, acting in, editing, publishing, and analyzing social video content across TikTok, Instagram, YouTube, and Facebook. Built a previous TikTok account to 100K+ followers and 3M+ likes, created 100+ short-form videos, and developed a combined historical social audience of 250K+ followers. Experienced in full-cycle content production, including concept development, scriptwriting, DSLR camera operation, lighting, audio, editing, thumbnails, captions, social media repurposing, content calendars, analytics, and community engagement. Brings additional strengths in public speaking, teaching, customer education, sales communication, and brand storytelling.

CORE SKILLS

Video Production: Short-Form Video, Digital Content Production, Filmmaking, Camera Operation, Lighting, Audio Recording, Shot Planning, Interview Setup, Event Coverage

Post-Production: Adobe Premiere Pro, CapCut, DaVinci Resolve, Final Cut Pro, Canva, Captions, Thumbnails, Color Correction, Social-First Editing

Social Media: Social Media Strategy, Content Calendars, Community Engagement, Trend Research, Platform Analytics, Instagram Reels, TikTok, YouTube Shorts, Facebook, Meta Business Suite

Creative & Marketing: Scriptwriting, Visual Storytelling, Brand Storytelling, Creative Direction, Copywriting, Content Packaging, Audience Growth, Campaign Concepts

Performance & Communication: Professional Acting, On-Camera Performance, Public Speaking, Customer Education, Product Education, Persuasive Communication, Client Communication

PROFESSIONAL EXPERIENCE

Content Creator & Social Media Producer | Self-Employed | Los Angeles, CA & Houston, TX

2020 - Present

- Produce end-to-end short-form video content for TikTok, Instagram, YouTube, and Facebook, managing concept development, scripting, filming, acting, editing, captions, publishing, and analytics.
- Grew a previous TikTok account to 100K+ followers and 3M+ likes through original character-based comedy, parody sketches, trend adaptation, and platform-native short-form storytelling.
- Created 100+ original short-form videos and built a combined historical social media audience of 250K+ followers across previous content channels and platforms.
- Write, perform, shoot, and edit cinematic skits, branded-style content, motivational videos, social media campaigns, and story-driven entertainment content.
- Operate 4K DSLR camera, professional lighting, and wireless audio equipment to independently produce polished digital video, interviews, event coverage, portraits, and social media assets.
- Edit content using Adobe Premiere Pro, CapCut, DaVinci Resolve, Final Cut Pro, and Canva for social platforms, digital campaigns, and content packaging.
- Analyze audience retention, engagement trends, platform insights, hooks, pacing, captions, and watch-time patterns to refine content strategy and improve social performance.
- Apply 10+ years of acting and on-camera experience to create authentic, high-retention video content for digital audiences.

Commercial Insurance Agent | GEICO | Houston, TX

2024 - Present

- Consult small business owners on commercial insurance solutions by identifying needs, explaining products, and recommending tailored coverage options.
- Translate complex insurance products into clear, customer-friendly language, strengthening product education, customer communication, and brand messaging skills.
- Use persuasive communication, objection handling, active listening, and needs-based selling to build trust and guide customer decisions in a high-volume, metrics-driven role.

Physical Education Teacher | Youth Counselor | Performer |

STAR Education / The Salvation Army | Los Angeles, CA & Phoenix, AZ

2013 - 2024

- Designed and led creative youth programs focused on teamwork, communication, leadership, confidence, and audience engagement.

- Performed, hosted, and facilitated live entertainment programs, strengthening public speaking, improvisation, presentation, and on-camera presence.
- Developed teaching, group management, and storytelling skills applicable to content production, training, and community engagement.

SELECTED CONTENT & PRODUCTION PROJECTS

Grace Fellowship Church - Sermon & Social Media Content

- Designed a YouTube sermon thumbnail and edited a 1-minute vertical sermon clip, repurposing long-form church content into social-ready digital assets.
- Captured DSLR photo/video coverage for baptisms and church events, documenting candid, emotional, faith-based moments for community storytelling.
- Helped film and produce documentary-style testimony content centered on faith, marriage, infertility, family, and personal transformation.

Wedding & Event Coverage - DSLR Photo/Video

- Captured ceremony, portrait, candid, and family event moments using DSLR camera equipment, focusing on composition, emotion, and documentary-style storytelling.

Archived Original Short-Form Content

- Maintained archived screenshots and selected video samples documenting historical social media growth, short-form writing, character performance, social-first editing, and audience engagement.

PRODUCTION EXPERIENCE

- 10+ years of professional acting experience across film, television, theater, commercials, independent projects, and digital content.
- Experienced on professional sets with knowledge of production workflows, blocking, camera awareness, performance continuity, direction, and collaboration with cast and crew.
- Comfortable working in front of and behind the camera, including scripted performance, on-camera hosting, voiceover-style delivery, and public speaking.

EQUIPMENT & TOOLS

Production Equipment: 4K DSLR Camera, Professional Lighting Kit, Wireless Microphone System, Diffusers, C-Stands, Tripod, Mobile Video Production Setup

Editing & Design: Adobe Premiere Pro, CapCut, DaVinci Resolve, Final Cut Pro, Canva

Social & Analytics: Meta Business Suite, Sprinklr, Buffer, Google Analytics, TikTok, Instagram, YouTube, Facebook

Marketing & CRM: HubSpot, Salesforce, Google Workspace, Microsoft Office

CERTIFICATIONS & EDUCATION

HubSpot Social Media Certified | 2026

Content Creation With Generative AI, Coursera | 2026

Careerist, Sales Engineering Certificate | Completed Internship Component, 2024

University of California, Los Angeles | BA in Theater, Acting Concentration - Completed two years, 2014 - 2016