

JOSEPH BINDER

DIGITAL CONTENT EDITOR & PRODUCER

CONTACT INFO

Phone: 717-805-8289

Email: jbinder148@gmail.com

Location: Jacksonville, FL 32224

PORTFOLIO

jbindermedia.com

EDUCATION

**B.A. in Visual and Sound Media,
Minor in Sports Media**

Seton Hall University | 2016-2020

EXPERTISE

- Video Production & Editing
- Short-Form & Social Video
- Long-Form Storytelling
- Adobe Creative Cloud (Premiere, After Effects, Photoshop, Lightroom)
- Media Asset Management
- Analytics & Performance Tracking
- Social Media Strategy
- Photography

PROFILE

Digital video editor and producer with 5+ years of experience creating high-impact multimedia content in the sports industry, most recently for PGA TOUR digital and social media platforms. Proven track record of delivering real-time content in fast-paced environments, growing digital audiences, and producing engaging and optimized storytelling for multiple channels using the Adobe Creative Cloud software.

EMPLOYMENT HISTORY

PGA TOUR

Editor, Features | May 2025 - Present

Ponte Vedra Beach, FL

- Edit feature video content for digital and social platforms, ensuring alignment with PGA TOUR Studios' creative, technical, and legal standards.
- Handle multiple tasks simultaneously while delivering real-time and same-day content under tight deadlines, adapting quickly to shifting priorities.
- Collaborate with producers, directors, and writers to shape content from concept through final delivery, enhancing storytelling and maintaining editorial consistency.
- Operate advanced post-production workflows using Adobe Creative Cloud, Viz One MAM, Helmut, and Telestream to streamline production efficiency.

Content Editor, Digital & Social | Jun. 2022 - May 2025

- Edited and delivered 10+ long- and short-form videos per week for PGA TOUR digital and social platforms.
- Collaborated with cross-functional teams to develop and execute story-driven content from concept through delivery.
- Produced and distributed telecast highlight packages to PGATOUR.COM, YouTube, and partners with rapid turnaround times following each round's broadcast.
- Wrote compelling video headlines and descriptions to maximize reach and audience engagement.

Founder & Owner

Sox On 35th | Dec. 2016 - Present

Media Entity

- Built and grew a Chicago White Sox-focused digital media platform to 115K+ followers and millions of annual impressions across channels.
- Lead all content strategy, publishing, and brand direction across written, video, and graphic formats.
- Manage a team of 10+ contributors, overseeing content creation, editing, and distribution workflows.
- Drive consistent audience engagement and growth through real-time coverage and trendy social content.
- Establish and oversee partnerships with organizations, such as the Chicago White Sox, NBC Sports Chicago, Rate, STN Video, and BreakingT.

Assistant Director for Athletics Content Solutions

University of Houston | Oct. 2020 - Jun. 2022

Houston, TX

- Produced multimedia content for social, digital, and in-venue platforms to support UH Athletics brand growth and storytelling.
- Developed and executed content strategies aligned with marketing campaigns and Division-I program goals for three teams, while offering support for the others.
- Shot and edited pregame, in-game, and postgame content for swift distribution across platforms, highlighting individual student-athletes and notable team storylines.
- Collaborated with marketing and communications teams to execute content strategies for campaigns, promotions, and athletic events, reaching over 50,000 fans.
- Organized and maintained a digital media archive to ensure efficient asset management and long-term content accessibility.