

# JAMILA RUTHERFORD

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## PRODUCER AND CONTENT DEVELOPER

**MEDIA EQUITY | DIVERSITY INCLUSION | VIDEO PRODUCTION | SCREENWRITING | PASSION PROJECTS | COLLABORATIVE TEAMWORK  
MEDIATION | RELATIONSHIP BUILDING | ENTREPRENEURIAL VISION | GRANT WRITING | STORYTELLING**

Transformative leader, innovative change agent, and pioneering activist leveraging a wealth of experience in responsible media creation driving socially meaningful dialogue, diversity awareness, and solutions-oriented tactics to overcome systemic racism. Expose, analyze, and overcome the effects of biased content and racist imagery in film, television, broadcast news, and print media. Exercise collaborative and cross-functional leadership throughout strategy design and execution of media vehicles across varied platforms. Spearhead campaigns with powerful messaging and consistent portrayal of fictional or non-fictional characters with equity-driven initiatives, activist causes, and/or company mission.

### Highlighted Skills & Key Profile Offerings:

- ▶ **Known as a game-changing strategist** using revenue-driving, cost-efficient practices, budget compliance, and efficient project management methodologies throughout film, animation, and training program facilitation.
- ▶ **Consulted cross-functional, peak-performing teams** to achieve marketing objectives with customized solutions. Championed improvement initiatives to instill business continuity and greater organizational efficiencies.
- ▶ **Respected as a strong people leader** excelling at building, developing, and mentoring teams in providing high-quality, meaningful intelligence to c-level executives and stakeholders for short-and long-term results.

### Areas of Expertise

Production Coordination and Oversight | On-Camera Video Journalism | Script Writing | Location Scouting | Educational Cartooning | Equity Training | Advocacy for Racial Equality | Presentations | Creative Content Development  
Team Collaboration | Grant Proposal Writing and Management | Digital Story Design

## PROFESSIONAL EXPERIENCE

Trainer/Consultant/Director

2018 - Present

### **Responsible Media Group**

We provide training and consultation for content developers and communication professionals committed to genuine representation of people of color and those with marginalized identities. RMG consults, creates and advocates for media that is equitable in content and practice. We work with creators to reveal how biases cater to historically over-served communities and create alternative solutions to racism and stereotypes in media.

- **Clients include:** North by Northeast Community Health Clinic, University of Utah Medical Media, Original Fare Productions

RESOLUTIONS NORTHWEST, Portland, OR

2016 - Present

### **Director of Development and Communications** (2020 – Present)

Achieved promotion due to demonstrating an exemplary work ethic, leadership initiative, and value-added contributions. Implement and innovate opportunities for additional streams of recurring revenue. Facilitate partnerships with community entities to give a voice and platform for brown and black equity practitioners.

- **Designing, developing, and deploying self-guided online training platform** to generate passive income, create an accessible resource for anyone interested in professional development or deepening their equity journey, and reduce mental and emotional impact on BIPOC Trainers and Facilitators.
- **Develop a model for and facilitate one-on-one equity coaching** for c-level executives in order to promote diversity awareness and equity.

- **Captured grant funding** to engineer a cutting-edge online video platform for the organization's social justice training and social media engagement campaigns.
- **Produced and directed short-form** educational videos providing education on racial equality initiatives.

#### Facilitation and Training Specialist (2016 – 2020)

Acquired full-time position after serving as a Volunteer Cohort and Co-Trainer of Volunteers facilitating proactive and solutions-based dialogues on race, equity, and campaigns to diversify the tech industry.

- **Co-developed and delivered** a successful, six-week community dialogue series on race and racism. Enabled a safe space for open communication, compassion, and tools for self-care, resiliency, and self-advocacy. Attracted 100+ participants, including minorities comprising 70% of the audience, and garnering a 80%+ satisfaction rate.
- **Led impactful equity trainings** for small and large-scale organizations to promote workplace equality.
- **Innovated and implemented**, D'Program, an introduction to implicit bias training. Conducted presentations on the negative impact of biased content and racist imaginary in the news and entertainment industry.
- **Served as a mediator exercising** astute negotiation tactics and conflict resolution acumen for the Oregon Neighborhood Involvement. Interface with community and board members to seek resolution.

TINY TECH ACADEMY INC., Portland, OR

2015 - Present

#### Creator

Spearheaded and managed the launch, design, and development of a full season outline and pilot script of an educational cartoon series for children ages six through ten. Promoted exposure and pursuit of STEM education to minority children, resulting in greater interest and inclusion in IT-related academic and career paths.

- **Took initiative to commission** Oregon After School Kids Programs (OregonASK) to construct a curriculum to accompany and emphasize the lessons of each *Tiny Tech Academy, Inc.* episode. Ensured compliance to the National Standards of Learning for Computer Science and Web Literacy.
- **Facilitated multiple focus groups** with STEM educators to strengthen the efficacy and competency of curriculum.
- **Cultivated strategic relationships** with leaders across Oregon, Washington, and California to attain consultation, artistic vision, and support of *Tiny Tech Academy, Inc.* Counseled with Google's blind accessibility programmer, the National MESA President, and the President of the San Francisco School Board.
- **Collaborated with musicians** and 3D animators, including Jonny Cool Band for the recording of an original theme song and background music. Partnered with illustrator, Jonathon Sundy, to craft seven original characters and visuals for a school. Worked with Spocketship, as 3D animator firm in the production of an animated test.
- **Innovated and implemented** a revenue model supporting tech companies with diversity campaigns in collaboration with entrepreneurs, while also contributing to local and national STEM organizations.

SELF-ENHANCEMENT, INC., Portland, OR

2015 - 2016

#### After-School Program Facilitator

Provided empowering and enriching after school program facilitation for displaced African-American high school students to promote proactive relationships between faculty and a diversified student body.

- **Introduced creative methods** for student integration and validation, along with cultural awareness activities.
- **Succeeded in boosting student program** enrollment by 50% within only one school year.
- **Pioneered a new pep club for sports**, hosted international cooking classes with local chefs, and choreographed a school-wide flashmob to heighten visibility and inclusivity.
- **Enabled students to develop** a powerful narrative for their experience by partnering with Ironway films in the teaching of scriptwriting, editing, and production of personal testimonials.

## EDUCATION

**Mediation Program** | RESOLUTION NORTHWEST, 2017

**Facilitating Race Dialogue Cohort** | RESOLUTION NORTHWEST, 2016

**Journalism Certification Program** | NEW YORK UNIVERSITY, 2009

**University of the District of Columbia** | Washington D.C. 2004-2006 | Completed 30 credits toward BA in Communications