J.J. Ortiz

Durham, NC | Los Angeles, CA (Spring 2027)
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Summary

Content creator, filmmaker, and digital marketer with 50M+ views across TikTok, Instagram, and YouTube. Grew ESAI's social following 84%, run creator and UGC programs, directed an 8-minute documentary accepted to the NC Latin American Film Festival, and created brand content for Liquid I.V. and Niche. Duke Visual Media Studies student, in LA for Spring 2027.

Education

Duke University **Aug. 2025 – May 2029**
Intended B.A. in Philosophy and Visual Media Studies | Concentration in Cinematic Arts *Durham, NC*
- Duke in LA at USC, Spring 2027
- Activities: Duke Creator Lab, Freewater Productions, Hoof 'n' Horn, Rhythm n Blue, Duke Union Intern Program

Aquinas Academy of Pittsburgh **Aug. 2021 – May 2025**
- Summa Cum Laude; AP Scholar with Distinction; National Speech & Debate Tournament Qualifier; PA Mock Trial State Finalist

Experience

ESAI **Jan. 2026 – Present**
Marketing Intern & Internship Program Lead *Remote*
- Grew ESAI's social media following 84% (5K to 9.2K) and drove 10M+ views, including a 2M-view performance ad, by researching trends and testing hooks and formats on TikTok and Instagram
- Run ESAI's UGC and creator pipeline: ideate, film, and edit content; coach creators on hooks, concepts, and filming
- Built and lead ESAI's Fall 2026 intern program: wrote the job description, screened every applicant, and review weekly content

Content Creator & Brand Partner **2019 – Present**
TikTok, Instagram, YouTube
- Create cinematic college-life, life-advice, and documentary-style content with 50M+ total views across platforms
- Built @jardeiscreates from launch (May 2026) to 14K+ followers, 15M+ views, and 7M+ accounts reached
- Brand partnerships and UGC campaigns with Liquid I.V. (Duke), TORRAS, Tahanan, and Niche; Niche film hit 3.7M views

TaskDumpr **2026 – Present**
Co-Creator & Growth Marketing Lead
- Lead creator and UGC program: manage three creators on a weekly schedule of 22–25 videos across product demos, creator-led stories, and trend-based concepts
- Build TikTok, Instagram, Reddit, and Meta ad creative; helped grow the app to nearly 1,000 signups ahead of iOS launch

Duke University **Nov. 2025 – Present**
Social Media Marketing Intern *Durham, NC*
- Created or contributed to 10+ social media videos for @dukeuniversity and @dukeu (1.5M+ followers), 1M+ collective views; wrote, directed, and edited the Class of 2030 Admissions film
- Partner with Duke Marketing and Communications on campaigns, including Love Durham

Film & Leadership

DukeEngage Colombia **Summer 2026**
Documentary Filmmaker & English Instructor *Santa Marta, Colombia*
- Directed, filmed, and edited an 8-minute cinéma vérité documentary on the women of the Teyku (Kogui) community and the mochilas they knit; accepted to the NC Latin American Film Festival
- Ran all production over 7 weeks: immersion, interviews (Kogui, Spanish, English), B-roll, and a full DaVinci Resolve edit
- Taught weekly English to three adult women at Casa Maria with a curriculum I designed, and to children each Sunday

Duke Freewater Productions **Sep. 2025 – Present**
Production Intern *Durham, NC*
- Wrote, directed, and produced a short film with a full cast and crew; support set production on other films

Aquinas Speech and Debate **Aug. 2021 – Jun. 2025**
Co-Captain *Pittsburgh, PA*
- Ranked 1st in PA in Dramatic and Program Oral Interpretation; two-time Nationals qualifier (top 4%); coached 30+ students

Paul's Art **Sep. 2023 – Sep. 2025**
Founder and President *Pittsburgh, PA*
- Founded nonprofit teaching art to children with intellectual and developmental disabilities; taught 30+, earned news coverage

Skills

Content & Marketing: Short-form storytelling; social strategy; UGC and creator management; trend research; hook testing; Meta ads
Film & Tools: Directing, filming, editing, scriptwriting; DaVinci Resolve; CapCut; Webflow; Google Workspace; Slack
Languages: Spanish (conversational) | **Interests**: Film, musical theatre, photography