

Ron Jolly began his professional career in video production in 1987 with Primos, Inc. That career was a direct result of a passion for wildlife and the outdoors.

Since then, Jolly has shot, written, and produced over 30 feature videos and numerous instructional videos for companies such as Primos, Woods Wise Callmasters, Quest Productions, Ol' Man Treestands, and more. Jolly has produced nationally run commercials for companies such as Scent Shield and Ol' Man Treestands.

In 2002, Jolly became executive producer for Alabama's Department of Conservation and created the Outdoor Alabama television show, which aired 60 episodes on Outdoor Channel and in all major markets in the state.

Jolly is an accomplished, award-winning outdoor writer whose work has appeared in Turkey Country, Turkey and Turkey Hunting, Bowhunter, Petersen's Hunting, Petersen's Bowhunting, Deer and Deer Hunting, Gamekeepers, and other magazines. He is also the author of the popular book Memories of Spring.

In February 2020, Jolly was inducted into the National Wild Turkey Federation's Grand National Hall of Fame. In 2021, he founded a non-profit organization, Turkeys For Tomorrow (TFT). The mission of this organization is "Save the wild turkey by using science-based solutions for long-term sustainability."

For Jolly it all begins with a passion. "Each video, each story, each hunt. To be successful you have to start early and end late. You have to know and understand the game you are hunting or the product or management strategy you are promoting. You have to be willing to accept failure to achieve success."

Today Jolly lives with his wife Tes on their farm near Tuskegee, AL where they continue their careers in outdoor communications.