

## **JAY WEISS RESUME**

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### **Content Specialist/Manager & Video Producer**

➤ My career experience is cultivated from the top tiers of two industries - journalism and marketing. My work in these fields provides companies with a strong, flexible asset for the content creation, marketing and communications industries.

➤ I began producing content for a diverse set of clients under my own agency, Jay Weiss Creative, in 2006. From 1990-2006, I worked as a writer/producer for the broadcast news industry.

### **Writer/Producer/Director - 3 Commercial Spots**

#### **The Palm London - 2019**

The Palm, one of the nation's most famous and beloved steak and seafood restaurants, hired Jay to direct a 30-second spot for their London establishment. The spot ran on some 15,000 London taxicab monitors, boosting revenue by a 20% in six short weeks.

#### **The Queensview - 2019**

'*Select Restaurants*' was the ad agency's top client for 25 years. They hired Jay to direct this spot for his ability to capture a combination of luxury and comfort. Jay's vision was apparently just what the client ordered as they ordered the agency not to change a frame upon seeing the first cut of this 1-minute spot.

#### **Havana Central - 2018**

Jay directed, wrote and produced this seductive spot to be played on Verifone's network of 12,000 NYC taxicab monitors. Seeking to market to a new consumer segment - midtown's huge tourist population - Jay's spot raised revenue by more than 25% in less than two months.

### **Writer/Producer/Director**

#### **Sobieski Vodka - 2015 - 2017**

Poland's #1 premier vodka, Sobieski, wanted to jump into America's hyper-competitive vodka wars. Jay's print ads were embraced by Sobieski and made the agency a finalist for a multi-year, multi-million-dollar campaign for the agency.

In order to seal the deal, the ad agency was given a week for a final pitch. The ad agency asked Jay to fly round-trip to Poland and produce, write and direct a film for the meeting with the Sobieski chiefs. It sealed the deal as the Sobieski bigwigs loved both the film and the moxie it took to turn around a film from in record time.

#### **The French Culinary Institute - 2014-2015**

The French Culinary Institute sought a comprehensive rebranding to match its ambitious and expensive rebrand and expansion. After firing its first four writers, the French Culinary Institute hired Jay to write a singular, aspirational voice that captured the story of one of the world's most respected culinary schools.

#### **Phelps Hospital/New York Medical College/Family Medicine Residency - 2012 - 2014**

Jay ran the entire branding, advertising and recruitment effort for a startup family medicine residency program, the first one of its kind in NY State in 15 years.

➤ Jay's marketing/branding effort generated more than 2,000 applications for the six available spots for this obscure startup.

### **Brand-building/Strategy & Ethnographies**

➤ Uncovering the most impactful, resonate, brand-building narratives is perhaps Jay's most highly developed, content-creation skill and intuitive strength.

### **Writer/Producer/Director**

#### **Saucony Market Strategy/Ethnography - 2016**

Jay shot, wrote and designed a 6 1/2-minute brand research and strategy video for Saucony, the elite running shoe company. The project required a deep dive into the company's core, the serious runner, as well as the more casual athlete.

#### **Saucony - We Know Boston - 2015**

Jay wrote & produced a short film that brought together the real star - the passion these elite runners feel for the achievement of running the Boston Marathon - with Saucony's running shoes.

➤ The film footage Jay shot also proved perfect for nine social media marketing and advertising spots. Jay's effort secured the ad agency's connection to this top running shoe brand.

#### **Samuel Adams Market Strategy/Ethnography - 2014**

After Samuel Adams reached colossal success and mass brewing of its beer, the 'craft-beer' lovers began to leave Sam Adams seeking the smaller, 'craft beer' manufacturers. The ad agency hired Jay to survey four cities in four days, shooting intimate interviews at the hippest breweries to find out how Sam Adams might get its hipper, 'craft beer' groove back.

### **Healthcare/Medical Science - 1997 - 2016**

#### **Content Specialist**

➤ For seven years, 1990-1997, Jay was the 'go to' specialist and head writer/producer at ABC News Nightline for all in-depth, 30-minute, broadcast news segments into the most significant healthcare and medical science topics of the day.

He has continued to cultivate this deep expertise in healthcare for 20 years and remains a unique tool for content creators today.

### **Writer/Producer/Director**

#### **Phelps Hospital/New York Medical College/Family Medicine Residency Program**

(See above).

#### **Amgen - "The Spleen in Focus" - 2016**

Amgen, one of the world's leading biotech companies, hired Jay to write and produce a 28-minute video, relying on his deep background in medical science - and his journalistic background - to render an authentic feel with a 'newsy' demeanor for this complex program about a breakthrough medication.

### **Family Medicine Education Consortium - National Campaign - 2015**

Jay was hired to launch a national campaign to spread the word about why this specialty is such a vital foundation to urban and rural healthcare systems, which increases wellness while drastically cutting costs.

### **Clean/Renewable Energy - 2011-2017**

➤ Jay's deep background and expertise into clean/renewable energy equips him with a critical command and management of this flourishing content creation and marketing specialty.

### **Writer/Producer/Director**

### **New York State Energy Research & Development Agency/NYSERDA**

NYSERDA and its ad agency hired Jay to make the case why New York had the right stuff and should be home to the cleantech energy industry, one of the fastest growing business sectors in the country.

### **The Modlet**

ThinkEco, a cleantech startup invented a remarkably simple technology that enabled consumers and businesses to conserve millions of dollars in wasted energy nearly effortlessly. The device, known as The Modlet, or 'modern outlet' revolutionized the common wall outlet.

### **Con Edison Energy Conservation Campaign**

The State of New York and Con Edison shared an epic dilemma. There is simply not enough electricity to power Manhattan's gigantic skyscrapers and industrial buildings. Jay was hired to pitch a conference and film for the only timely possible solution: a collaborative effort to convince these monolithic powers to join forces on a colossal campaign of energy conservation.

➤ The ad agency was awarded the \$500,000 contract based on Jay's pitch.

### **Journalism - 1990-2006**

➤ Jay produced broadcast news at the top tier of the industry for nearly two decades. He won five Emmy Awards, a Peabody, a DuPont Columbia and an Overseas Press Club award and was named a Knight-Wallace Fellow, a professional journalism fellowship.

### **Writer/Producer**

### **CBS News/Kabul, Afghanistan - Bureau Chief/60 Minutes Producer**

After 9/11, Jay lead CBS's first team into Kabul, Afghanistan as Bureau Chief where he spent some 5 months producing all CBS News programming including two 60 Minutes exclusive scoops.

### **National Geographic Television & Film - Producer, 'Diamonds of War'**

As an ultra-highly skilled journalist/producer in war zones and volatile environments, Jay was asked by National Geographic to lead the first reporting team into Sierra Leone, West Africa, on the first day of the United Nations fragile, imposed 'truce'.

Jay and his team went undercover as diamond dealers, shooting surreptitious video for this ground-breaking, one-hour documentary, titled, "*Diamonds of War*".

### **ABC News Nightline/Senior Producer, Head of International News**

He was based in London for more than 6 years for ABC News Nightline, the senior international producer responsible for covering Africa, Europe, The Middle East, The Balkans, Russia and Central Asia.