

JAY WEISS
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Content Specialist/Manager and Video Producer

◆ Jay's career experience is cultivated from the top tiers of two industries - **broadcast journalism and marketing**. His well-honed writing and producing talents in these fields provide companies with an exceptionally strong, flexible asset for the content creation, communications and marketing fields.

Jay Weiss Creative 2007-2020

◆ Jay began producing content for a diverse set of clients under his own agency, Jay Weiss Creative, in 2007. Acting as communications manager, Jay wrote, designed, produced, directed and marketed a variety of strategic digital content.

➤ Healthcare/Medical Science Projects

Phelps Hospital/New York Medical College/Family Medicine Residency Program - 2016-2019

Jay ran the entire branding, advertising and recruitment effort for a startup family medicine residency, the first one in NY State in 15 years, generating more than 2,000 applications for the residency program.

Amgen/"The Spleen in Focus" - 2018

Amgen hired Jay to write and produce a 28-minute video, relying on his extensive background in medical science and journalism to render an authentic feel with a 'newsy' demeanor.

Family Medicine Education Consortium/National Campaign - 2017

Jay was hired to launch a national campaign to educate the country about why family medicine is so vital to both urban and rural healthcare systems: increasing patient wellness while simultaneously cutting costs.

➤ Commercial Advertising 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 remarkable 20% in six short weeks.

The Queensview - 2019

The ad agency hired Jay for his unique, directorial command and ability to capture a combination of luxury and comfort. Jay's vision was apparently just what the client ordered. Upon seeing the first cut of the 60-second spot, the client told the ad agency, "*Do not change a frame. This is perfection.*"

Havana Central - 2018

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

➤ **Marketing & Advertising Campaigns**

Sobieski Vodka 2015 - 2016

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.

Jay flew to Poland, and in 5 days, shot, wrote and cut a film to present to the Sobieski executives. It sealed the deal as the Sobieski chiefs loved the moxie it took to turn around a film from Poland in record time. The agency won the campaign and Jay continued help Sobieski score record sales.

The French Culinary Institute 2015-2016

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

Saucony Market Strategy/Ethnography - 2016

Jay shot, wrote and designed a 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, highlighting the real star - the passion these elite runners feel in running the Boston Marathon - and the achievement known by such few hearty souls.

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 and commitment to this top running shoe brand.

Samuel Adams Market Strategy/Ethnography - 2014

The ad agency hired Jay to survey four cities in four days, shooting intimate interviews at the hippest breweries to find out what 'craft beer' core consumers thought and how Sam Adams might get its hipper, 'craft beer' groove back.

➤ **Clean/Renewable Energy**

New York State Energy Research & Development Agency/NYSERDA - 2015

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 - 2016

ThinkEco, a cleantech startup invented a remarkably simple technology that enabled consumers and businesses - almost effortlessly - to conserve millions of dollars in wasted energy. The device, known as The Modlet, or 'modern outlet' revolutionized the common wall outlet, an obsolete relic that is more than 100 years old.

Con Edison Energy Conservation Campaign - 2017

The State of NY 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 solution possible: 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.

Broadcast Journalism 1990-2007

Jay produced broadcast news at the top tier of the industry for nearly two decades. He has consistently provided remarkably rare, in-depth news segments regarding U.S. and world events.

During this time, he won five Emmy Awards, a Peabody, a DuPont Columbia, an Overseas Press Club award, and was named a Knight-Wallace Fellow.

ABC News Primetime Live 2004 - 2007

Uncovering the most impactful and resonate story narratives is Jay's most highly developed and intuitive skill. As a producer/writer on this program, Jay produced a series of investigative pieces including one on Donald Trump for the show's relaunch.

University of Michigan/Knight-Wallace Fellow 2003-2004

Jay was named a Knight-Wallace Fellow, a professional journalism fellowship for 12 reporters. He studied National Security and Islamic Studies.

CBS News/Kabul, Afghanistan/Bureau Chief & 60 Minutes Producer - 2002

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 exclusive scoops for 60 Minutes.

National Geographic Television & Film/Producer, 'Diamonds of War' - 2002

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, entitled "*Diamonds of War.*"

ABC News Nightline/Senior Producer/Head of International News 1997 - 2002

ABC News Nightline sent Jay to London to be the Senior International Producer responsible for covering Africa, Europe, The Middle East, The Balkans, Russia and Central Asia.

Widely considered 'the best job in television news,' Jay was at the front seat of history for countless momentous events. Jay's duties included being the primary producer responsible for covering war zones and extremely volatile situations.

ABC News Nightline/Producer & Writer 1990 - 1997

Jay was one of Ted Koppel's top writers and became a veteran show developer and expert in breaking news coverage. He wrote for many of the anchors associated with Nightline as a kind of 'anchor whisperer' who could write most effectively in the 'voice' of those anchors.

Jay cultivated a number of specialties and became a veteran Nightline producer, responsible for breaking news on some of the biggest stories of the day, frequently under relentless deadlines.