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**Jay Weiss Creative July 2007 – October 2021**

**Content Specialist, Senior Writer and Video Producer**

◆ I am an exceptionally creative storyteller; a multi-skilled, editorial powerhouse with a mastery over visual language. A five-time broadcast news Emmy Award winner, I specialize in making the complex clear, the unknown familiar.

◆ Under my own agency, **Jay Weiss Creative**, I conceived, project managed, and produced a variety of strategic digital content for the storytelling, branding, and marketing fields -- from launch to final deliverables.

◆ My experience is cultivated from working at the top tiers of the broadcast journalism and advertising fields. My writing, producing, branding, and content creation talents are some of the assets that I will bring to **your company**.

- Results-oriented, industrious problem solver with excellent communications skills
- Manage complex, cross-functional teams and multi-channel brands
- Direct production workflow through pre-production meetings, casting, shooting, editing, and final approval
- SEO expertise: ability to interpret quantitative and qualitative metrics/analytics

Samples of my work include the following:

**➤ Marketing & Advertising Campaigns**

**Sobieski Vodka**

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

I flew to Poland, and in 5 days, shot, wrote, and cut a film to present to the Sobieski executives. The Sobieski chiefs marveled over the film and the record speed by which the project was completed. It sealed the deal -- the agency won the campaign and contract.

**The French Culinary Institute**

The French Culinary Institute sought a comprehensive rebranding to match its ambitious and expensive expansion. After firing its first four writers, the Institute chose me to capture the remarkable story of one of the world's most respected culinary schools. I wrote all the key marketing assets and helped spur the campaign to an overwhelming success.

### **Saucony Market Strategy/Ethnography**

Shot, wrote and produced a brand research and strategy video for Saucony, the elite running shoe company. The project required a deep-dive into the company's core - serious runners - as well as more casual athletes.

### **Saucony: *"We Know Boston"***

Shot, wrote and produced a short film, highlighting the passion these elite runners feel when running the Boston Marathon. Footage from the film also proved perfect for nine social media marketing and advertising spots.

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

Shot and produced a branding survey in four cities in four days. The ethnography aimed to reveal how Sam Adams might get its hipper, 'craft beer' groove back.

### **➤ Commercial Advertising Spots**

#### **The Palm Restaurant**

Directed, wrote, and produced a 30-second spot for The Palm's London establishment. The spot ran on some 15,000 London taxicab monitors, boosting revenue by 20% in six short weeks.

#### **The Queensview Restaurant**

Hired for my directorial command and ability to capture a combination of luxury and comfort, the client's response, upon seeing the first cut of the 60-second spot was, "Do not change a frame. This is perfection."

#### **Havana Central Restaurant**

Directed, wrote, and produced an eye-catching spot, played on VeriFone's network of 12,000 NYC taxicab monitors. Marketed to a new consumer segment, the spot raised revenue by more than 25% in less than two months.

### **➤ Healthcare/Medical Science Projects**

#### **Phelps Hospital Family Medicine Residency Program**

Ran the entire branding, advertising, and recruitment effort for a startup family medicine residency, generating more than 2,000 applications for the six available spots in the program.

#### **Amgen: *"The Spleen in Focus"***

Wrote and produced a 28-minute video, relying on my extensive background in medical science and journalism.

#### **Family Medicine Education Consortium: National Advocacy Campaign**

Wrote and designed a national education campaign advocating family medicine for both urban and rural healthcare systems, increasing patient wellness while simultaneously cutting costs.

### **➤ Clean/Renewable Energy**

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

Wrote, and produced a 9 ½ minute film for NYSERDA's ad agency, showing why New York should be home to the cleantech energy industry.

## **The Modlet**

Shot, wrote, and produced a film for ThinkEco -- a cleantech startup company -- that invented a remarkably simple technology to conserve millions of dollars in wasted energy. My 3 ½ minute film demonstrated how the device, known as The Modlet, or ‘modern outlet’, revolutionized the common wall outlet.

## **Broadcast Journalism July 1997 – July 2007**

◆ During this time, I 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: Producer -- 2004 - 2007**

Uncovering the most impactful and resonate story narratives is my most highly developed and intuitive skill. I wrote and produced a series of investigative pieces, including one on Donald Trump for the show’s debut relaunch.

### **University of Michigan: Knight-Wallace Fellow -- 2003 - 2004**

Named a Knight-Wallace Fellow, a professional journalism fellowship, I studied National Security and Islamic Studies.

### **ABC News - Embed with the 101<sup>st</sup> Airborne Division during the 2<sup>nd</sup> Gulf War -- 2003**

I shot, wrote, and produced pieces from the field as the 101<sup>st</sup> made its way from Kuwait to Baghdad. Among the first producers to edit in the field with Adobe Premier Express, then used satellite phones to upload broadcast quality pieces via satellite to ABC News.

### **National Geographic Television & Film: Producer, “*Diamonds of War*” -- 2002**

As an ultra-highly skilled journalist and producer in war zones and volatile environments, I was hired 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.

My team and I went undercover as diamond dealers, shooting surreptitious video for this groundbreaking, one-hour documentary, entitled “*Diamonds of War.*”

### **CBS News - Kabul, Afghanistan: Bureau Chief & 60 Minutes Producer -- 2001**

After 9/11, CBS News hired me to be the Kabul Bureau Chief, leading the first team into Afghanistan, where I spent five months producing all CBS News programming including two exclusive scoops for 60 Minutes.

### **ABC News Nightline: Senior Producer & Head of International News -- 1997 - 2001**

Posted to London by ABC News Nightline, I was 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,’ I was the primary producer responsible for covering war zones and extremely volatile situations.

As a top writer, veteran show developer, and expert in breaking news coverage for Ted Koppel’s Nightline, I wrote for many of the top anchors associated with Nightline as an ‘anchor whisperer’ who could write most effectively in the ‘voice’ of these anchors.