

JAY L. WEISS

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[Los Angeles Metro Area]

jay-weiss.com

Highlights of Qualifications

- A five-time broadcast news Emmy Award winner, I specialize in making the complex clear, the unknown familiar.
- Award-winning writer/producer; exceptionally creative storyteller with two decades of experience producing and managing internal and external communications programs.
- Experienced senior producer with a background in film, commercial, digital, and corporate videos.
- Strength in simplifying complex messages, promoting business objectives and a knack for writing on a variety of topics in multiple styles.
- Sound understanding of web-writing and online audience engagement.
- Proficient with a wide range of online media and digital trends, including social media platforms, interactive spaces, and blog maintenance and design.

Professional Experience

Freelance Content Specialist, Senior Writer, and Video Producer -

2007 –2023

Results-oriented problem solver with excellent communications and video skills. Manage and deliver quality editorial/video content on time, on budget, on brand.

➤ **Commercial Advertising**

The Palm Restaurant London

Directed, wrote, and produced a 30-second spot for The Palm London. The video, made for London cabbies, helped spur a 30% revenue increase in four months.

The Queensview Restaurant

Directed, wrote, and produced a 30 and 60 second spot. The client's response, upon seeing the first cut of the spots 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. Spot was used to market the opening of two more *Havana* restaurants.

➤ **Marketing & Advertising**

Sobieski Vodka

Wrote print ads for Sobieski Vodka, making the ad agency a finalist for a multi-year, multi-million-dollar campaign. In five days, traveled to Poland, shot, wrote, and cut a film to present to the Sobieski executives, sealing the deal and winning the campaign and contract.

The French Culinary Institute

Jay Weiss

Wrote all the key rebranding/marketing assets and played a critical role in helping to 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 film, highlighting the passion elite runners feel when running the Boston Marathon.

➤ 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.

Producer & Writer - Amgen: "The Spleen in Focus"

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

➤ Senior Broadcast News Producer, Director and Writer

Producer/ Writer - ABC News Primetime Live

2004 - 2007

Uncovering the most impactful and resonate story narratives is my most highly developed and intuitive skill.

Fellow - University of Michigan: Knight-Wallace Fellowship

2003 - 2004

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

Producer/Writer/Director National Geographic Television & Film, "Diamonds of War" 2002

Led the first reporting team into Sierra Leone, West Africa, on the first day of the United Nations fragile, imposed truce. Went undercover with my team as diamond dealers, shooting surreptitious video for this groundbreaking, one-hour documentary, entitled "Diamonds of War."

Afghanistan Bureau Chief/60 Minutes Producer CBS News - Kabul, Afghanistan 2001 - 2002

Lead the first team into Afghanistan after 9/11, spent five months producing all CBS News programming including two exclusive scoops for 60 Minutes.

Senior Producer/Head of International News ABC News Nightline 1997 - 2001

Posted to London by ABC News Nightline responsible for covering Africa, Europe, The Middle East, The Balkans, Russia, and Central Asia as the primary producer responsible for writing and producing the 30-minute program. Covered war zones and volatile crisis situations for 10 years.

Education

B.A., Political Science, University of California, Santa Barbara

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