

JAY WEISS

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WWW.JAYWEISSCREATIVE.COM

MULTIMEDIA/DIGITAL CONTENT PRODUCER

- BRAND CONTENT IDEATION & PRODUCTION
- FILM & VIDEO PRODUCTION
- COPYWRITING & CREATIVE DIRECTION
- SOCIAL MEDIA STRATEGY/SEO EXPERTISE

CAREER SUMMARY

Jay Weiss has a unique, instinctive talent for capturing the compelling, transcendent elements at the heart of every story. An award-winning, digital content producer for all advertising, marketing and social media platforms, Jay's rare combination of skills consistently creates fresh, memorable campaigns that deliver tangible, effective results.

Jay specializes in the design, production and management of strategic digital content for advertisers and brands across a broad portfolio of commercial niches. His exceptional editorial command and technical expertise is a proven asset to brands seeking strong differentiation amid today's kaleidoscope of communications channels and platforms.

During his 15-year career at the top rung of broadcast television news, Jay was awarded 5 Emmys, among many other honors, for the compelling content he wrote and produced for millions of viewers. His incisive storytelling skills provided network news anchors and executives with an elite instrument to deliver a virtually infinite array of visions in some of the most challenging environments imaginable.

Jay's endless passion for designing outstanding, high-caliber strategic messages is his defining characteristic. From running shoes to distilled spirits, cutting-edge technology to the art of fine French cooking, Jay consistently delivers robust, trustworthy content that resonates with the lives of real people.

AWARDS

5 Emmys, a Peabody, a Dupont Columbia, an Overseas Press Club Award and a Knight Wallace Fellowship.

ADVERTISING & MARKETING EXPERIENCE

DIGITAL CONTENT PRODUCTION AND PROJECT MANAGEMENT

JAY WEISS CREATIVE

January 2007 -- present

THINKECO - INTRODUCING A GAME-CHANGING TECHNOLOGY TO MARKET

ThinkEco, Inc. invented a technology that effortlessly enables consumers and businesses to save billions in wasted energy. Known as the *Modlet*, or modern electric outlet, this innovative

device revolutionizes the common wall outlet, an antiquated technology invented nearly 100 years ago. **Jay designed, wrote and produced the 3 ½ minute video** used to launch this game-changing, clean-energy technology at the recent Consumer Electronics Show.

HAVANA CENTRAL

Havana Central, a popular chain of authentic Cuban restaurants in Manhattan wanted to raise its brand awareness and increase sales by running a commercial that captured its unique identity. **Jay directed, wrote and produced a 30-second, seductive spot** to be aired on the network of New York's 12,000 taxicab monitors. The spot helped turn a neighborhood restaurant into a destination spot for an entirely new market of tourists in addition to New Yorkers who frequent the city's thousands of taxis.

SAUCONY

Jay shot, wrote and designed a 7 ½ minute brand research video for Saucony, the top running shoe company. The project required a deep dive into the company's core, the serious runner, as well as the more casual athlete. The film was presented by Saucony's president to several hundred of its top marketing and sales personnel from around the world. As the CEO of Saucony's ad agency stated, the piece made *"people not just want to watch, but stand up and cheer afterwards."*

In an earlier project, Saucony hoped to create a dialog with its community of runners; they asked Jay to find a way to touch the heart of every serious runner. **Jay shot, wrote and produced a 3 ½ minute brand-building film** that embodied the passion found of the sport's greatest race, the Boston Marathon. The film inspired a social media marketing campaign that captured runners' love for long-distance running - and for great sneakers.

SOBIESKI VODKA

Jay's pitch film and print ads were key to winning a multi-million dollar vodka account: Sobieski Vodka, Poland's #1 premier vodka. **He wrote and designed an award-winning campaign** that launched an unknown vodka into the top strata amidst the hyper-competitive U.S. market, breaking sales records along the way.

SYLVANIA

When Sylvania needed a viral video that combined their NASCAR sponsorship with a new lighting product, they called **Jay to produce and direct a multimedia campaign to spread the word**. **Jay designed, shot and produced** an episodic adventure series that brought fun and facts to a vast and varied audience.

FRENCH CULINARY INSTITUTE

The French Culinary Institute sought a comprehensive rebranding and repositioning of its brand to match its ambition plan for expansion. After firing the first four writers, the Institute finally found in Jay the person who could achieve what others could not: a singular, aspirational voice that captured the remarkable story of one of the world's most respected culinary schools. For the next six months, Jay wrote all FCI advertising and marketing materials, from headlines to long form copy, including the school's most important publication, its course guide and brochure. The work, according to advertising icon, Jim Mullen, an FCI trustee: *"It isn't good, or even great: it's exquisite, beyond my most ambitious ambitions and expectations. The copy is sublimely elegant."*

JOURNALISM AND TELEVISION NEWS BACKGROUND

For 13 years, Jay was a top producer at **Ted Koppel's Nightline on ABC News**, including 5 years as the program's head of foreign news, based in London. And from the diamond mines of West Africa's jungles for **National Geographic** to the violent turmoil of Afghanistan for **60 Minutes** and **CBS News**, Jay transported the viewer to the heart of the each and every story.

ABC NEWS PRIMETIME LIVE, PRODUCER - NEW YORK

July 2004- July 2006

Produced debut story for 2004 program re-launch: "Donald Trump: The Man, The Myth". Additional stories included: "Perfect Kid, Perfect Murder", "The Game: The Underground World of Pickup Artists, Revealed", "Meth & Foster Care, The Unintended Consequences".

KNIGHT WALLACE JOURNALISM FELLOW - UNIVERSITY OF MICHIGAN

September 2003 – May 2004

Awarded academic fellowship for mid-career journalists; designed graduate-level program for the study of Islam and its history, Koranic interpretations of *jihad* and analysis of global Islamist movements.

ABC NEWS NIGHTLINE & UP CLOSE, PRODUCER - WASHINGTON

June 2002 – August 2003

After 5 years abroad, Jay returned to U.S. for Nightline (see below) and its new additional nightly half-hour program, "Up Close". Produced and reported live and on-going Iraq War coverage for ABC News as exclusive embedded producer/reporter within U.S. Army's 101st Airborne Division.

NATIONAL GEOGRAPHIC TELEVISION & FILM, PRODUCER; "DIAMONDS OF WAR"

APRIL 2002 – JUNE 2002

Hour-long film special follows the journey of a diamond from the mines of Sierra Leone to New York's 47th Street showcases, focusing on the human toll left in its wake. Duties included extensive undercover investigation of diamond smuggling and cartels found in Sierra Leone and their ties to markets in Antwerp, Belgium.

CBS NEWS BUREAU CHIEF/PRODUCER - KABUL, AFGHANISTAN

November 2001 – February 2002

Responsible for all aspects of CBS News' coverage from Kabul, Afghanistan for daily morning and evening news broadcasts, including Face the Nation, Sunday Morning and 3 stories for 60 Minutes II.

ABC NEWS NIGHTLINE, HEAD OF FOREIGN NEWS/OVERSEAS PRODUCER - LONDON

December 1997 - August 2001

- -Responsible for Nightline's overseas coverage, including Europe, the Balkans, Middle East, Central Asia, Russia and Africa.
- -Extensive experience in these regions covering major conflicts and disasters, breaking news, in-depth analysis, features and investigative pieces.
- -Responsible for all aspects of production for the broadcast, including writing, researching and supervision of all editorial, technical and budgetary issues.

PRINCIPAL REPORTING AREAS:

- **-Israel & Palestine:** Extensive coverage of the conflict and its regional repercussions, including the second *intifada* and the peace process, and two half-hour broadcasts about Israel's holiest site, The Temple Mount, known as Al Haram al Sharif to the Arab world.
- **-Russia:** In-depth investigative reporting of the on-going transformation of Russian society from the fall of the Russian ruble to the rise of Vladimir Putin.
- **-Kosovo:** From the first Serb massacre through the NATO bombardment to the uneasy role of NATO Peacekeeping.
- **-Conflict and Crises:** From the 1998 terrorist bombing of the U.S. Embassy in Nairobi, Kenya to the earthquake in Turkey that claimed more than 30,000 lives.

ABC NEWS NIGHTLINE, PRODUCER - WASHINGTON

January 1991 - December 1997

-Reported and produced stories across the broad spectrum of American life, including extensive coverage of politics, race relations, medicine, science and sports.

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