**Jessica Kelley Documentary Filmmaker | Creative Director**

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Accomplished writer, director, producer with 10+ years of non-fiction storytelling and video production experience. Detail-oriented showrunner who carefully oversees projects from conception to distribution. Creative strategist focused on generating story ideas and using filmmaking techniques to translate them into compelling visual presentations that inform, engages, entertains, and inspires a target audience. Hands-on manager capable of prioritizing work and multi-tasking in a fast-paced environment. Collaborative communicator who leads teams to create memorable content within strict time and budget restraints.

Areas of Expertise include:

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| * 4K Video Production | * Project Management | * Visual Storytelling |
| * Brand Management | * Team Leadership & Development | * Editing |
| * Scriptwriting & Analysis | * Digital Marketing | * Content Development |
| * Interviewing | * Strategic Planning | * Social Media Management |

***Computer skills:*** Adobe Creative Cloud, StudioBinder, Frame.io, Pluraleyes, AudioBlocks, FirstCom, Pond5, Brightcove, Transcriptive, Videolicious, WordPress, Polopoly, Slack, Omniture, Chartbeat, Cyberduck, Fetch, MailBigFile, Post Haste, Asana, Google Drive, Trax, TeamUp

# Professional Experience

**Newsday** • Melville, NY • September 2019 to Present

**Content Development and Strategy**

Content leader empowered to create, drive, and execute a comprehensive editorial strategy. Partners with several departments to manage the content creation process through translating new content consumption trends and emphasizing the value of quality content and the role it plays in promoting business goals.

### Key Accomplishments:

* Produced [Cultural Stage Presentations for Newsday’s 2020 AAA Travel Expo](https://events.newsday.com/travelexpo/presentation-schedule/), resulting in 25% more physical and social engagement with the brand than previous years.
* Spearheaded [VIP experience giveaway at Jim Breuer comedy show](https://twitter.com/NewsdayFeedMe/status/1118883152041324544) which launched season six of Feed Me TV, increasing our newsletter subscriptions by 21%. During the event, Feed Me magazine -which featured an article on Jim Breuer - was delivered to 1,600 attendees, resulting in 200 new magazine opt-ins.
* Collaborated with marketing team in the creative concept of [2019 Columbus Day parade float promoting Feed Me](https://twitter.com/NewsdayFeedMe/status/1184103022781071361) brand to over one million live spectators and a 30-second television spot that aired on ABC 7, the most watched station in the market with a 3.0 rating/8 share in DMA households.
* Launched season three of Feed Me TV with [a sold-out wine tasting event](https://www.ediblelongisland.com/2018/04/24/feed-me-tv-offers-behind-the-scenes-look-at-local-food-industry/) which featured a screening of the episode and a meet and greet with chef and host of the show, resulting in short-term profit through micro-sales and long-term profit through new subscriptions.

**Feed Me TV (Newsday)** • Melville, NY • April 2017 to September 2019

**Director, Producer**

Given full creative control as a showrunner in brand launch, which resulted in show becoming the company’s top subscriber retention product. Leveraged strong storytelling skills to direct all aspects of production, including parts of the advertising, marketing, and publishing. Conducted research to identify engaging subjects, locations, and talent. Provided on-set support and direction for lighting, audio, and visual set-up using RED Dragon cinematic cameras, DJI Phantom drones, Sennheiser AVX system, Sound Devices MixPre-6 II multitrack field recorder, Tentacle Sync timecode generator, wooden camera accessories, and Litepanels Astra LED panels to create a variety of engaging shots.

### Key Accomplishments:

* [Grew viewership by 43%+ year over year,](https://www.inma.org/practice-detail.cfm?zyear=2019&id=E7110A9A-3584-4341-AB78-A1FDF1E65F5D) tripling website engagement and app usage.
* Tailored content to match the interests of target market, [receiving the highest positive rating ever](http://editorandpublisher.staging.communityq.com/stories/newsdays-feed-me-brand-answers-audience-content-craving,3517?) on content according to a recent poll.
* Enabled Newsday to [launch Feed Me magazine](https://www.inma.org/practice-detail.cfm?zyear=2019&id=EC3A56EB-5254-413E-9D41-A8CD1457FC50), interactive events, and two mini-series after show’s success.
* Leveraged a wide range of formats and storytelling techniques to significantly [boost social engagement by 45%.](https://www.newsday.com/lifestyle/newsday-feedme-awards-1.46809396)

**Newsday** • Melville, NY • November 2013 to April 2017

**Video Assignment Editor**

Assigned and directed all multimedia assignments, providing daily guidance and hands-on leadership to ten full-time employees and twenty freelance videographers. Produced, directed, and edited a wide range of non-fiction content using Adobe Premiere Pro, and Audioblocks. Partnered with social media and web producers to create engaging platform-specific content across Newsday website, apps, and social media accounts.

### Key Accomplishments:

* Increased website views by 20% and time on site by 36% after utilizing researched programming techniques.
* Tailored [mobile content to better engage target audience](https://www.inma.org/practice-detail.cfm?action=detail&zyear=2016&id=C639F591-6E54-4870-88D5148C77836378) after analyzing metrics using Chartbeat, Omniture, and Hot Jar which resulted in a 28% increase in mobile video views.
* Expanded accessibility by advising web designers to implement an HTML5 video player, enabling team to create the award-winning interactive project "Fighting Chance."
* Established the Diversity Outreach Committee, which focused on expanding our coverage and content into diverse communities across Long Island.

**Newsday** • Melville, NY • August 2009 to November 2013

**Video Traffic Programmer**

Led team toward a strong understanding of target audience and brand standards, performing quality control on submitted content prior to publication. Adjusted digital strategies after analyzing metrics and conducting extensive market research. Leveraged search engine marketing and optimization techniques to increase organic traffic.

Additional Experience

[**Production Coordinator**](https://www.youtube.com/watch?v=Hws5NZgcVrA) **|** HotNewz, February 2007 to May 2008

**Public Relations Assistant |** USDA Buckeye Hills RC&D, September 2006 to February 2007

**Assistant Manager |** WMRT 88.3 FM, August 2005 to September 2006

# Awards

[**15 New York Emmys**](https://www.nyemmys.org/the-ny-emmy-awards-winners/)

Business Feature (2019) | Informational/Instructional (2019) | Lifestyle Program (2018 and 2019)

Human Interest (2018) | Crime Documentary (2018) | Historical/Cultural (2018) | Religion (2018)

Nostalgia Program (2017) | Societal Concerns (2017) | Health/Science Program (2016)

Business Consumer Program (2016) | Interactivity (2012)

[**Best Director**](https://www.nyemmys.org/media/files/files/5e9147f0/2020-winners-press-release-version-11.pdf) **(Nomination)** in (2018 and 2019)

[**Peabody Award**](http://www.peabodyawards.com/award-profile/long-island-divided), “Long Island Divided” (2019)

**[International News Media Association Award](https://www.inma.org/blogs/main/post.cfm/inma-unveils-global-media-awards-winners-covid-campaigns-get-top-nod),** Best Use of Video, Best in Show (2016 and 2020)

[**International Association of Culinary Professionals Winner**](https://twitter.com/IACPculinary/status/1130227203491287040)**,** Award for Best TV Series, (2019 and 2020)

# Education

**Master of Arts in International Corporate Media**, May 2008

Marietta College • Marietta, OH

**Bachelor of Arts in Television Broadcasting**, May 2007

Marietta College • Marietta, OH

[**Facebook Video Accelerator Program**](https://www.icfj.org/our-work/facebook-video-and-local-news-accelerator)**,** New York and Menlo, CA, 2020