

# JESSICA KELLEY

D I G I T A L   C R E A T I V E  
D I R E C T O R

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## PROFESSIONAL SUMMARY

Well-seasoned storytelling expert specializing in managing the entire creative process. I design stories that can be told in a constantly evolving digital landscape, using the unique traits of each platform to adapt the story for ultimate performance. All while tackling multiple projects at once, under a tight deadline and small budget, yet still delivering high-quality, award-winning work.

## ACADEMIC BACKGROUND

### Marietta College

MA International Corporate Media | May 2008  
BA Television Broadcasting | May 2007

## CORE COMPETENCIES

Video Production  
New Product Development  
Editorial Judgement  
Project Management  
Social Media  
UX Design  
SEO Optimization  
Metrics Reporting  
Event Planning

## ACHIEVEMENTS



## PROFESSIONAL HISTORY

### Director/Producer

Feed Me TV | April 2017 - present

Given full creative control which resulted in the company's top subscriber retention product. The product earned the highest positive rating the website has ever received on any content item. Unique video views have consistently grown 36% or more each season; time on website and apps have tripled,

### Video Assignment Editor

Newsday | Aug 2009 - April 2017

Streamlined assignment workflow for the entire newsroom, resulting in efficiency and increased production. Formed company-wide diversity outreach committee, expanding the reach into communities across Long Island that may not feel represented in coverage. Used various SEM and SEO techniques, increased views by 20%. Convinced web designers to switch to an HTML5 video player in order to conceive innovative content across multi-platforms. This allowed us to create the award-winning interactive project, "Fighting Chance."

### Production Coordinator

HotNewz | Feb 2007- May 2008

Drove team's creation from initial conception to implementation. Produced and shot segments such as "Campus Camera" and "Need to Know".

### Public Relations Assistant

USDA Buckeye Hills RC&D | Sep 2006- Feb 2007

Coordinated media communications for the local USDA office, responding to inquiries from news outlets. Wrote, edited and published all social media, digital, and print publications. Developed speeches and presentations for President's meetings.

### Creative Assistant Manager

WMRT 88.3 FM | Aug 2005- Sep 2006

Managed the conceptual development of marketing campaigns and oversaw brand standards for select shows. Collaborated with producers on creative direction of network and show assets. Directed external vendors and partners to produce creative assets for certain campaigns.