

# JAY BROWN

## Digital Media & Communications Professional

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📍 Cardiff-by-the-Sea, CA.



## EXPERIENCE

### Senior Producer

#### University of California Television

⌚ 07/2021 - 07/2025 📍 La Jolla, CA

- Created 350+ hours of diverse multimedia content advancing the mission of the University of California, achieving a 10% increase in global digital audience viewership.
- Led production teams on single-camera shoots and multi-camera live events, ensuring on-time delivery and high production quality.
- Optimized budgets and resource allocation to balance creative goals with operational efficiency.
- Produced high-profile academic events, including the Kyoto Prize Symposium, reinforcing UC's global reputation for excellence.

### Executive Producer

#### KUSI-TV/McKinnon Broadcasting Co.

⌚ 04/2016 - 07/2021 📍 San Diego, CA

- Oversaw production of 25+ hours of live newscasts weekly, shaping editorial priorities while ensuring accuracy under tight deadlines.
- Managed and developed a 23-person newsroom team, fostering collaboration across producers, on-air talent, and technical staff.
- Partnered with station leadership to set coverage priorities, execute special reports, and coordinate large-scale live broadcasts.

### Multimedia Host and Content Producer

#### Seaside Creative Media

⌚ 01/2014 - 04/2016 📍 San Diego, CA

- Produced and delivered 150+ news, sports, and feature stories across online platforms and local television, boosting audience engagement 20% within six months.
- Co-hosted and launched a podcast, overseeing production, editing and social media distribution.
- Enhanced storytelling with dynamic motion graphics and visual branding, driving higher viewer retention across digital platforms.

## EDUCATION

### Bachelor of Arts (B.A.), Mass Communication and Media Studies

#### Arizona State University

📍 Tempe, AZ

## SUMMARY

Editorial leader with 15+ years of experience driving newsroom innovation, digital publishing, and cross-platform storytelling. Proven success transforming workflows with AI-driven tools, producing award-winning content, and leading teams that deliver measurable growth across broadcast, digital, and live platforms.

## SKILLS

### Core Skills

Strategic Storytelling, Editorial Leadership, Audience Engagement, Brand Voice, Public Relations, Media Outreach, AP Style Writing, Digital Content Strategy, SEO, Crisis Communication

### Technical Skills

Adobe CC (Premiere Pro, After Effects, Photoshop, Illustrator), WordPress, Canva, Bynder, Content Management System (CMS), Electronic News Gathering (ENG), Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Drive), Multi-Camera Production

## AWARDS

💎 **Silver Telly Award (2025) - Culture & Lifestyle**

💎 **Bronze Telly Award (2023) - Science & Technology**

💎 **Silver Telly Award (2022) - Science & Technology**