

Jay Rubin

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SR. PRODUCER/PROJECT MANAGER | EDITOR | WRITER | VP/DIRECTOR OF MARKETING | SR. TECHNICAL PRODUCER

Creative, multifaceted, and results-oriented storyteller and project manager with expertise in omnichannel marketing initiatives, company branding, promotional campaigns, and technical implementations. Extensive experience in graphic and web design, and development. Adept at managing teams and liaising between strategic leadership and developers to effectively bring projects to life. High-level skills in graphic design, video editing, digital asset creation, writing, photography, videography, art direction, encoding and streaming. Professional writer with proven abilities in technical and creative writing, copywriting, and journalism. Commercial and narration voiceover actor.

- ♦ **Offers strong creative direction and input**, collaborating with internal and external teams, graphic design studios and production houses to build out asset packages for marketing stunts and campaigns.
- ♦ **Consistently achieves project goals** through comprehensive oversight and exceptional cross-functional team leadership.
- ♦ **Has solid understanding of design and web development tech** used to integrate back-end infrastructure that increases functionality and ensures user-friendly UX/UIs.

CORE COMPETENCIES

- Project Management
- Omni-Channel Marketing
- Art Direction & Asset Creation
- Pro Photography, Videography & Editing
- Budgeting & Timelines
- Web Development & Design
- Creative, Technical & Copywriting
- Cross-Functional Leadership
- Post-Production Processes
- Software Specifications
- Quality Control
- Time & Detail Management

EXPERIENCE

Intel | Santa Clara, CA **2022**

Producer, Editor, Production Designer

Produced and edited multiple bespoke videos for internal marketing classes. Created a logical class structure and assembled previously shot footage to match. Designed overall look and all on-screen titles.

Ozy.com | Mountain View, CA write.letterten.com **2022**

Freelance Writer

Wrote multiple articles, including photo essays, for the now-defunct web magazine.

Skybird Studios | Los Angeles, CA skybirdstudios.com **2018 - Present**

Co-founder, CTO, Lead Editor

Skybird Studios specializes in aerial drone photography, as well as pre- and post-production services.

- Guides company technology strategy and follows latest trends to ensure cutting-edge service.
- Determines project goals, timelines, and budgets as a member of the Steering Committee.
- Offers creative input and strategic direction for client projects, while managing all post-production.

letterten media and photo | Los Angeles, CA letterten.com **2001 - Present**

Founder/Owner; Photographer, Writer, Editor, Producer

letterten media provides photo & video production services, web development, copy & technical writing, IT solutions & strategic planning.

- Works with clients to conceptualize and integrate comprehensive on- and off-line corporate identities.
- Designs and implements partial to 360° brand refreshes, which include logos, copy, print collateral and websites.
- Provides art direction and creates content such as promo and demo reels with corresponding collateral for marketing campaigns.
- Composes copy across multiple industries, including entertainment, tech, medical, manufacturing and advertising.
- Attends client events and provides photography, videography, and complete post-production servicing.

Triangles: Witnesses of the Holocaust | Los Angeles, CA **2013**

Co-producer, Editor, Writer, Visual Effects, Titles, Music Supervisor, Researcher

Triangles: Witnesses of the Holocaust is a documentary showcasing the experiences of LGBTQ+ Holocaust survivors.

- Edited video assets and provided structure to film, working with previously shot footage, narration, voiceover, and visual effects.
- Conducted extensive research while co-writing script on the fly.
- Cleared newly sourced videos and historical stills for use and organized existing interview footage into a cohesive narrative.
- Shepherded project through entire post-production process and quality control for delivered film.

Halloween Hullabaloo | Los Angeles, CA
Co-producer, Editor, Production Designer

2014

Halloween Hullabaloo is a music variety show produced by Ipso Facto Theatricals.

- Edited and finalized existing footage into a packaged production complete with VFX, titling and sound.

Yahoo! | Santa Clara, CA

1996 - 2001

Positions of Increasing Responsibility

Managed projects toward company goals as part of Yahoo! Metros, Promotions, Ad Systems and Shopping teams.

Operations Manager, Yahoo! Shopping

- Liaised between development teams and leadership; identified issues and drove projects to completion.
- Directed team of eight analysts in integration of vendor product data feeds, while coordinating between analysts and leadership.
- Established best-practices and vendor data feed requirements that increased product offerings and reduced errors.

Technical Producer, Yahoo! Ad Systems

- Led conceptualization and development of a web-based advertiser asset submission system.
- Authored software specification for this automated, customer-facing asset submission system.
- Managed development teams in the creation and integration of this system, which streamlined the submission and processing workflows.

Producer, Yahoo! Metros & Yahoo! Promotions

- Supervised teams in the creation of localized Yahoo! Metro websites; developed microsites for promotions.
- Maintained elaborate relationships with 100+ local partners before and during transition to Yahoo! Get Local.
- Led backstage web team at Grammy Awards; then first-ever, major on-site event portal. Coordinated facilities needs with vendors. Produced content and gave art direction for site.

HBO | New York, NY

1993 - 1996

Digital Producer

Key participant in HBO Advertising and Interactive Ventures divisions. Steadily promoted from Special Events temp to Digital Producer.

- Led team in development and management of HBO's non-web online presence.
- Assisted in the conceptualization and planning of HBO.com, managed sections of site.
- Devised world's first-ever event on-site portal; produced celebrity chat events and managed all on- and off-site aspects of the project, including day-of asset creation, budgeting, timelines, talent booking and facility set-up/strike.
- Provided ad-hoc IT support for all C-suite executives.

Diving for Local History: The David W. Mills | Syracuse, NY

1993

Executive Producer/Director, Writer

Produced and wrote a local PBS documentary with the Oswego Maritime Foundation to promote safe wreck diving in Lake Ontario.

- Liaised with foundation staff in the writing and development of documentary script. Booked, scheduled, and wrangled all talent.
- Storyboarded and composed shots; directed on-site taping, including personally shooting complex helicopter shots.
- Supervised post-production, from online edit to final documentary.

Visions | Oswego, NY

1993

Executive Producer

Created, shot, edited, and marketed a video yearbook that married slice-of-life clips to popular music.

- Booked local artists to perform and record covers of popular music.

TECHNICAL PROFICIENCIES

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|-------------------|---------------------|--------------------|
| · macOS | · iOS | · Windows |
| · Adobe Photoshop | · Adobe Illustrator | · Adobe InDesign |
| · Final Cut Pro | · WordPress | · FileMaker Pro |
| · HTML/CSS | | · Microsoft Office |

EDUCATION

B.A., Broadcasting & Mass Communications, SUNY Oswego | Oswego, NY