

Jay Rubin

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PROJECT MANAGER | VP/DIRECTOR OF MARKETING | SENIOR TECHNICAL PRODUCER

Creative, multifaceted, and results-oriented storyteller and project manager with expertise in omni-channel marketing initiatives, company branding, promotional campaigns and technical implementations. Extensive experience in 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 art direction, graphic design, digital asset creation, photography, videography, video editing, encoding and streaming. Professional writer with proven abilities in technical and creative writing, journalism and copywriting. 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 throughout project lifecycle.
- ◆ **Demonstrates solid understanding of technology and web development**, integrating back-end infrastructure that increases functionality and ensures operational fluidity in the creation of user-friendly UX/UI.

CORE COMPETENCIES

- Project Management
- Omni-Channel Marketing
- Art Direction & Asset Creation
- Technical Implementations
- Professional Videography & Editing
- Budgeting & Timelines
- Web Development & Design
- Creative & Technical Writing
- Professional Photography
- Cross-Functional Leadership
- Post-Production Processes
- Software Specifications
- Quality Control
- Excellent Communication Skills
- Time & Detail Management

EXPERIENCE

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; remains abreast of the latest trends and ensures cutting-edge service.
- Determines project goals, timelines and budgets as member of Steering Committee.
- Offers creative input and strategic direction for client projects.
- Operates drone for video capture as well as SLR cameras for stills. Manages all post-production services.

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

letterten media provides web development, photo & video production services, IT solutions and strategic plans.

- Works with clients to conceptualize and integrate comprehensive on- and off-line corporate identities.
- Designs and implements re-branding initiatives including complete redesigns of company logos and websites.
- Provides art direction and creates content such as demo reels and collateral for marketing campaigns.
- Composes print and digital copy across multiple industries including entertainment, tech and advertising.
- Integrates third-party software solutions such as PayPal and Disqus into clients' websites.
- Attends client events and provides photography, videography and complete post-production servicing.

Triangles: Witnesses of the Holocaust | Los Angeles, CA **2013**
Co-producer, Writer, Visual Effects, Titles, Music Supervisor, Researcher

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

- Conducted extensive research while co-writing script, obtained rights-cleared stills, sourced new videos for project and organized existing interview footage into a cohesive narrative.
- Edited video assets and provided structure to project through narration, voiceover and visual effects.
- Shepherded project through post-production and quality control for delivered film.

Halloween Hullabaloo | Los Angeles, CA

2014

Co-producer, Editor*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 (Local), 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 8 analysts in integration of vendor product data feeds; monitored feeds and course corrected.
- Established best-practices & vendor data feed requirements that increased product offerings by 300% and decreased errors by 75%.

Technical Producer, Yahoo! Ad Systems

- Led conceptualization and development of a web-based advertiser submission system; authored specifications.
- Authored software specification for automated, customer-facing asset input system and ensured functionality.
- Managed internal and external development teams in creation and integration of system that increased submissions by 25%, decreased processing time by 50% and increased productivity by 30%.

Producer, Yahoo! Metros & Yahoo! Promotions

- Supervised teams in the creation of localized Yahoo! Metro websites; developed microsites for promotions.
- Maintained relationships with 100+ local partners; monitored contracts and deliverables while holding internal team accountable during transition from local city sites to Yahoo! Get Local.
- Led team for first-ever, on-site backstage Grammy Awards portal. Coordinated facilities needs with vendors. Produced content and art direction for site.

HBO | New York, NY

1993 - 1996

Digital Producer

Steadily promoted from temp to Digital Producer; key participant in HBO Advertising and Interactive Ventures divisions.

- 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 portal; produced celebrity chat events and managed all on- and off-site aspects of project including day-of asset creation, budgeting, timelines, talent booking and facility set-up/break-down.
- Provided ad-hoc IT support for all C-suite executives.

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

1993

Executive Producer/Director*Diving for Local History* is a local PBS documentary produced in conjunction 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.
- Storyboarded and composed shots; directed on-site taping including shooting complex helicopter shots.
- Supervised post-production from online edit to final documentary.

Visions | Oswego, NY

1993

Executive Producer*Visions* is a video yearbook that took slice-of-life clips and married them to popular music.

- Conceived, shot, edited, marketed and sold Visions for the graduating class.
- 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**

1993