

JEFFREY FITZGERALD

Mission Driven Leader, Award Winning Video Creative,
Community Impact Architect, Technology and AI

jeff@jeffinhighdef.tv 703-282-1433

Round Hill, Virginia

<https://www.jeffinhighdef.tv/about>

"I am a Creative Ideologist who finds the signals within the noise of complexity. My work reduces high-stakes jargon into simplified mission aligned understanding.

**Creating connective tissue between the abstract and human belief.
Deep perceptual discernment that can speak relevant vision.
Transformational decision making in a moment."**

CORE COMPETENCIES

Strategic communicator with visionary originality.
Servant leader capable of designing emotional impact through media and experiences.
Trusted team builder and unifier. Proven impact on projects, people and audiences.

CORE STRENGTHS

Creative Ideologist, Media and Message Expert, Technology Translator, Complexity Simplifier. Public Speaker, Content Creator, Community Architect, Perception Marketer, Igniter and encourager.

Executive Producer, Creative and Live Content

02/2015 - Present

[JeffInHighDef, a brand of Evening Star Creative, LLC](#)

Ashburn, VA

Work centered on communicating transformational mission and vision for enterprise and high-growth technology companies, public sector nonprofits and first responder agencies and national organizations.

Use of Ai for business, generative Ai agency ads for images, video, music and more.

Big idea conceptualization, brand positioning and story crafting for awareness outreach response campaigns. Leveraging strategic creative with ROI interests. Interface with global stakeholders, leading diverse teams into project vision and executing with excellence.

Projects reflect broadcast ads and PSAs, branded content, documentaries, online news shows, and game show entertainment. Well versed and comfortable both in front of and behind the camera. Highly capable of representing brand image working with high profile guests and peers.

Consistently evaluating value, and ensuring the highest possible impact. Decades of expertise in broadcast/online content creation, video/audio podcast production, creative design/direction, editing, sound design, script writing, field and studio lighting, set design, hosting interviews, news/tech reporting, and perception positioning.

Project conception and leadership through close collaboration with national/state/local first responder agencies (police/fire/ems/911). Producer of internal tactical training (video series), national/state recruiting PSAs and campaigns and subject matter expertise.

Demonstrated campaign success across television, streaming and digital outlets.



KEY ADVANTAGES

💎 **Award-winning Production**
Achieved 3 multi region Emmy Awards for outstanding public service announcements in 2020/2022.

💎 **Areas of Influence**
Television, Live Streaming, Podcasting and First Responders.

💎 **Recognized Voice in Video**
5 Time Contributor to Best Selling Book, '100 Live Streaming, Digital and AIPredictions' book series

SKILLS

Creative Vision, Production, Creative Design, Story Telling, Branding, Social Media, Script Writing, Marketing Strategy, Podcasting, Streaming, Budgets, Mobile Video, OTT, Communications, Documentaries, Cinematography, Social Media, 2D/3D, Adobe Suite, Photoshop, Illustrator, After Effects, Audition, Premiere, InDesign, Cinema4D, vMix, X32, Remote Guests, Microsoft Office, ChatGPT, Gemini, Midjourney, Google VEO 3, Kling 3, Sora 2, Nano Banana 2, Higgsfield, Suno, Eleven Labs, more

REFERENCES AND SITES

Scott Rubens
srubens2001@yahoo.com
(904) 955-6084

Peter Estrada
pete.estrada@gmail.com
(240) 997-6046

John Mahoney
john@gnural.com
(917) 664-4600

www.jeffinhighdef.tv/about

EXPERIENCE

Senior Producer, "BioCentury This Week" Television 08/2010 - 06/2015
[BioCentury Inc.](#) Washington, DC

Senior producer of BioCentury This Week, a national weekly public affairs program that brought together world class leaders in healthcare, finance, science and policy. All to further biomedical innovation.

The show aired on CBS affiliate WUSA-TV9 in Washington, D.C. as well as 28 PBS stations around the country from 2010-2014. Achieving 223 original episodes in just four years,

Leadership

Core role was overseeing the entire production from start to finish.

Much of the day-to-day workflow included working with diverse editorial and production teams, prepping show hosts and scripts, producing intro story packages, acquiring media assets, designing show graphics, on-location shooting and directing, with post production delivery to air and the web.

Tools included Adobe Suite, Premiere, Photoshop, After Effects, Illustrator, Audition, Flash, Dreamweaver, Media Encoder, Cinema4D, Sorenson Squeeze, VLC, ENPS, Edius, and many others. Previous Media100, Avid and Certified Final Cut Pro editor as well.

Multimedia Oversight

Also responsible for corporate media development, creating/managing all web development for show, and technical end to end streaming. Working with content distribution platforms like Akamai, Brightcove Video Cloud and 3Play Media.

- Oversaw in studio show operations, kept project moving and on time, on budget.
- Day-to-day collaboration with editorial and production teams, and show stakeholders
- Wrote scripts, crafted story angles, and ensured the program was top tier.
- Ensured no technical glitches with consistent delivery to air each week.
- Highlight your accomplishments, using numbers if possible.

Associate Director, Digital Production and Multimedia 08/2005 - 04/2009
[American College of Cardiology](#) Washington, DC

Creator of an online video news channel for the association's 35,000 member organization (2005). Principal producer and designer including brand image, look, positioning, news development, strategy and show concepts.

- Lead producer of high impact opening conference videos for the association.
- Produced, shot and edited various news reports as a CVN reporter/journalist.
- Managed major aspects of the production workflow and vision for growth

Streaming Media Engineer, Manager of Multimedia, EBC 08/1999 - 04/2004
[UUNet / MCI Worldcom](#) Ashburn, VA

Streaming media and video production supervisor for world class internet service provider

- Multimedia Manager for MCI Executive Briefing Center, Product display, and Positioning
- Designed, built and managed \$200K video studio. With broadcast, and IP tandberg video
- Created SE University, first global streaming video training course with slides (2001)
- Created channel sales campaign "Salevivor" with 400 players, raising quarterly sales 30%
- Produced company wide all-hands meetings with streaming coverage across locations
- Highlight your accomplishments, using numbers if possible.
- Highlight your accomplishments, using numbers if possible.