

JEFFREY FITZGERALD

Creative Content Specialist | Media Engagement | Brand Visibility | Influential Messaging

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🌐 www.linkedin.com/in/jeffinhighdef 📍 Round Hill, Virginia



SUMMARY

Over 40 years of trailblazing experience in video and all things digital.

A 2020/2022 3X Multi Region Emmy® award-winner work serving first responders with successful recruiting. Known for inspiring teams through positive servant leadership, leveraging transformational vision, inspiring action, and scaling influence.

Professional experience high-end cinematic video, iPhone content creation, livestreaming, podcasting, web and internet, social media, journalism and now Ai.

Designing experiences through media that move hearts, minds, and deliver measurable outcomes. Combining creative storytelling through media and message to drive engagement, clarity, and revenue.

EXPERIENCE

Executive Producer

JeffInHighDef, a brand of Evening Star Creative, LLC

📅 02/2015 - Present 📍 Ashburn, VA

Content Creator of a variety of meaningful projects for corporate America, tech startups, veteran non-profits, first responders and many more.

Produce everything from broadcast television, online news shows, live interviews, virtual events, game show entertainment, and first responder recruiting campaigns.

Well versed in working with high profile guests, topical current news and events. Highly competent in editorial discretion, optics, content creation, mission and vision, social media, video and audio production, image and video design, post production editing, sound design, scriptwriting, storyboarding, lighting, set design, interviewing guests, reporting, directing,

- Supported entire production life cycles from start to finish
- Collaborate on story for mission-critical media and training
- Produced over 130 weekly episodes of online corporate news
- Track client needs, budget and vendors and scope
- Emmy Award-winning producer/cinematographer
- Emmy Award nominated editor and writer

AWARDS

★ **National Capital Region Emmy Award, Outstanding PSA (Single Spot), NCAFC 'You've Seen Us'**

★ **Mid South Region Emmy Award, Community PSA (Campaign) NCAFC 'They Say'**

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★ **Six Multi-Region Emmy Award Nominations ('They Say' and 'You've Seen Us') PSAs**

★ **2008 TIVA-DC Silver Peer Award**

★ **2002 / 2003 "Top 100" Producers**

BUZZWORDS

Servant Leadership / Teams / Video Production / Creative Design / Story Telling / Branding / Social Media / Podcasting / iPhone Video / Live Streaming / Budgets and Vendors / Adobe CC / Adobe Suite / Photoshop / Illustrator / After Effects / Audition / Premiere / InDesign / Cinema4D / vMix / Microsoft Office / ChatGPT / Claude / Midjourney / Google VEO 3 / Kling / Suno / Eleven Labs / Magai / Gumloop / Lovable / More

EXPERIENCE

Director of Video, Consultant

First Responder Vision, a brand of Evening Star Creative, LLC

📅 02/2019 - Present 📍 Ashburn, VA

As the brand to first responder communities, recruiting engagement with next-generation firefighter recruits rose 2X/3X by designing and implementing meaningful narratives. 2024 state campaign received over 65,000 full length views (60 seconds) on television and digital channels.

In addition, consult on servant leadership, vision and healthy member teams through own '7 elements of fire system resilience'.

- Volunteer firefighter recruiting campaigns doubled engagement
- On air / digital views of last TV PSA saw 65,000 full length views
- Trusted with significant high profile projects for emergency services
- Produced ERG Hazmat video training used for all police/fire/rescue
- Produced needed National Wildfire Preparedness TV PSA
- Contributed advocacy media ad to fund fire safety by Congress

Director of Multimedia, Senior Producer of "BioCentury This Week" Television

BioCentury Inc.

📅 08/2010 - 06/2015 📍 Washington, DC

This weekly public affairs program brings together world-class leaders in healthcare, finance, science and policy to further biomedical innovation. With 223 original episodes in four years, the show leveraged 22 years of global biotech analysis from BioCentury.

- Supervising producer of "BioCentury This Week" television.
- Airing of the show on CBS affiliate WUSA-TV 9 in Washington, D.C. and 28 PBS stations nationally.
- Collaborated with editorial and production teams and show hosts
- Produced intro story packages and acquired media.
- Designed graphics and directed on-location shooting.
- Managed broadcast post production and delivery to air and web.
- Responsible for supporting all web development and streaming media
- Served as the creative art director for show episodes.

Associate Director, Digital Production and Multimedia

American College of Cardiology

📅 08/2005 - 04/2009 📍 Location

Conceived and lead online video news channel for the association's 35,000 member organization.

- Principal conceptual designer in the design and launch of CVN, the Cardiosource Video Network
- Initial consultant, focusing on news development strategies
- Produced show concept videos to facilitate growth
- Shot and edited various news reports as a CVN journalist
- Managed the design team and provided art direction
- Developed branding concepts, workflows and motion graphics

VOLUNTEERING

Past President

Round Hill Fire Rescue Dept

Past Board Member

RHOA

Video Producer

Tree of Life Ministries

INTERESTS



Family / Songwriting / Game Shows / Photography / Creative Projects