

# JON GROAT

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## VIDEO PRODUCTION

**Hillary Clinton Presidential Campaign**, Filmmaker June 2015 – November 2016

- Documented Secretary Clinton, traveling with small party of senior aides.
- Created short digital films that reached 1 billion views on all platforms across team; personally responsible for 65m+ views, with most-watched video reaching 33m views.
- Captured most-used imagery of the campaign, including “Brave” and “Bullying” ads.
- Shaped daily news cycles and pioneered use of Facebook Live on presidential campaigns.

**MSNBC Digital**, Senior Producer, Original Video February 2014 – June 2015

- Supervised production of original video, building an international network of freelance video journalists, producers and production companies for assignments.
- Created most-watched MSNBC video to date: 25 mil impressions, 9 mil plays on Facebook.
- Personally produced, filmed and edited segments for Web and air on “Morning Joe,” “NewsNation,” “Melissa Harris Perry,” and others.

**New York Post**, Director of Video Programming July 2013 – February 2014

- Launched and managed original digital video series with six full-time and freelance staff, immediately earning as much traffic as prior staff that was double in number.

**Alpha Media Group**, Director of Video July 2011 – August 2012

- Tripled video traffic in six months while managing all production with small staff by increasing volume, improving production values, upgrading music and building studio.

**Newsweek.com**, Executive Producer, Video; Multimedia Director October 2007 – July 2011

- Earned Newsweek two Emmy nominations, first of any U.S. magazine.
- Developed and implemented Newsweek.com’s broader video strategy with top editors.
- Managed all video and audio production with small staff; from accepting pitches to editing scripts, managing shoots and edits, proofing finals, and promoting programming online.
- Managed department budget, hiring project employees, interns and freelancers as needed.
- Built small corporate video studio.
- Purchased, managed and replenished department equipment.
- With tech team, developed new video players and aided in site redesigns.
- Created performance reports with recommendations to improve traffic and user experience.
- Developed animated Newsweek graphics package with After Effects freelancers.

**Newsweek.com**, Multimedia Producer, Video May 2005 – October 2007

- Created original Newsweek videos as shooter, producer and editor or video journalist.
- Produced non-Newsweek multimedia—music videos, trailers, TV clips, album samples, audiobook mp3s, radio segments—for Web.
- Produced Newsweek-branded audio podcasts, from writing and editing scripts, coaching and recording talent, editing audio, and posting to Web.
- Researched, tested and selected compact video cameras to send with field correspondents.
- Launched Brightcove video player and content management system.
- Built temporary video studio for on-camera interviews.
- Built sound studio especially equipped to create digital audio streams and podcasts.
- Created internship and selected successful candidates from applicants.

**Freelance** April 2007 – Present

- Produce Web video for clients including BBC News, Reuters, Men’s Health, CBS Local, Glamour, New York Magazine, ProPublica, Tumblr Storyboard, The Cut, Radio.com, more.

## PORTFOLIO

<http://www.jongroat.com>

## TECHNICAL SKILLS

Sony FS7, Canon C100, C300, HD SLRs (Canon 5D, 7D), Sony EX3, Panasonic HVX200, Avid, Adobe Premiere, After Effects, Final Cut Studio, etc.

## EDUCATION

**Medill School of Journalism, Northwestern University**  
Master of Science in Journalism, Magazine Production, 2004

## College of William and Mary

Bachelor of Business Administration in Finance, 1997  
*Monroe Scholar, Kappa Alpha, Crew*

## OTHER EXPERIENCE

- **Newsweek.com**, Part-time Web Producer July 2004 – May 2005
- **VNU**, Temporary Assistant Online Editor September 2004 – April 2005
- Internships: **Out Magazine**, **Chicago Magazine**, **CBSMarketWatch.com** 2003 – 2004
- **Telution, Inc.**, Web Developer, Technology Consultant May 2000 – November 2001
- **PricewaterhouseCoopers**, Management Consultant October 1997 – May 2000

## AWARDS

**NY Press Club Award Winner** 2013: “Photographing the Humans of New York”; **GLAAD Media Award Nominee** 2011: “Kicked Out but Ready to Go Back”; National Academy of Television Arts and Sciences **Emmy Nominee** 2008: “The Crunch”; National Academy of Television Arts and Sciences **Emmy Nominee** 2007: “Voices of the Fallen: The Iraq War Through the Words of the Dead”; 12th Annual **Webby Honoree**: “The Cigarette Diaries”; **National Press Club Honoree** 2009: “Southern Discomfort”; MPA Digital Awards for **Best Online Video Series** 2007: “Voices of the Fallen”; **Deadline Club Award Winner** 2007: “Voices of the Fallen”; **NY Press Club Award Winner**: “Voices of the Fallen”; and more