

JON GROAT

600 H St. NE, Apt. 322
Washington, D.C. 20002
773.936.2149
jongroat@gmail.com

VIDEO PRODUCTION

Human Rights Campaign, Director of Video February 2017 – Present

- Tripled video traffic first year--100m views--and personally edited most watched videos.
- Managed all video production with seven staff plus freelance, including annual budgeting.
- Led team to two Shorty Award awards and three nominations for 2017.
- Optimized video for immediate PR communications, rapid response, and election cutdowns.
- Developed new streaming processes for faster turnaround and reduced costs.

Hillary Clinton 2016 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, Senior Producer, Original Video February 2014 – June 2015

- Supervised production of original digital video, building an international network of freelance video journalists, producers and production companies for assignments.
- Created most-watched MSNBC video to date: 25m impressions, 12m plays on Facebook.
- Produced segments airing on "Morning Joe," "NewsNation," "Melissa Harris Perry," more.

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 with half the employees.
- Worked with designers to develop and implement new video graphics packages.

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.
- Worked closely with design and photo teams on shoots and iterative graphics packages.

Newsweek, 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—start to finish—with small staff and freelancers.
- Built small corporate video studio and audio podcast 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.
- Worked with design team, photo editors on graphics package, animations, and video edits.

Newsweek, Multimedia Producer, Video May 2005 – October 2007

- Created original Newsweek videos as shooter, producer and editor.
- Produced multimedia—music videos, trailers, TV clips, etc.—as Web accompaniments.
- Produced Newsweek-branded podcasts, from scripting, recording, editing to posting.

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.

OTHER EXPERIENCE

- **Newsweek**, 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

Shorty Award Government and Politics 2017: “Defeating Anti-LGBTQ Army Secretary Nominee”; **Shorty Award Long Form Video** 2017: “How Two Moms Took On Trolls to Support a Transgender Kid”; **Shorty Award Nominee** 2017: “Best Use of Video”; **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**; **National Press Club Honoree** 2009: and 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

College of William and Mary
Bachelor of Business Administration in Finance
Monroe Scholar, Kappa Alpha, Crew