

# Jeffrey Yerkes

Content Creation & Project Management

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## 01. Summary

Offers 20+ years of broadcast television and video production experience.

First-hand directing, videography, and editing abilities. Have created videos for broadcast, the web, and every major social channel.

## 02. Skills

- Video recording and editing
- Storyboarding and scripting
- Working well under tight deadlines
- Telling brand stories, highlighting features and benefits
- Keeping content on brand

## 03. Software & Apps.

Windows/Mac OS; MS Teams; Salesforce; Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro); Workfront; Constant Contact; Kaltura; On24 for webinars

## 04. Experience

### **Bright Horizons – Watertown, Massachusetts (Jan. 2019 – present)**

#### **Senior Manager, Content & Creative Services**

- Managed video projects, from kickoff through delivery – establishing timelines, collaborating with copy and design teams, and engaged in review cycles with all stakeholders.
- Recorded and edited video content, in person, and remotely.
- Post produced webinars including video editing using Premiere Pro and graphics editing using same.
- Produced live and pre-recorded webinars using the On24 platform. Created video content with the resulting recordings.
- Recorded and edited a monthly podcast for use as streaming audio, and as YouTube content.
- Created testimonial videos for Bright Horizons' clients Chevron, Warner Media and Biogen.

### **JY360 – Newton, Massachusetts (2007 - 2018)**

#### **Video Producer and Freelance Writer**

Content creation and project management for various clients, including, but not limited to:

#### **The Greater Boston Food Bank – Boston, Massachusetts**

- Wrote and edited cause marketing material in support of The Food Bank's hunger relief mission, including newsletter articles, email solicitations and overall messaging.
- Co-produced video for The Food Bank's annual fundraiser, which helped raise \$1.1M.

#### **Powderhouse Prods. – Build It Bigger/Sliced – Somerville, Massachusetts**

##### **Associate Producer**

- Researched and developed story and script for a one-hour documentary episode broadcast internationally on Discovery's Science Channel.
- Researched ideas and developed treatments for a science/engineering show airing on The History Channel.

**Authentic Entertainment – Los Angeles, California  
Writer**

- Wrote half-hour episode of Vacation Home Search, a lifestyle show broadcast nationally on The Travel Channel.
- Prepared paper edit by choosing all clips from existing footage and writing all voice-overs and teases.

**This Old House Productions/Time Inc. – Inside This Old House -  
Concord, Massachusetts  
Writer/Producer**

- Wrote and produced over a dozen half-hour episodes of a magazine style show based on the longtime series, This Old House, airing nationally on A&E.

**FAST (A Microsoft Subsidiary) – Needham, Mass. (May 2005 – October 2007)**

**Marketing Communications Manager.**

- Supervised global rebrand, including design firm selection and development of all deliverables.
- Dramatically increased efficiency of support to global sales and marketing teams with creation of an online, on-demand collateral/merchandise printing and fulfillment system. At peak usage, resulted in effectively supplying over 60 trade shows and events in 24 countries.
- Managed the editing, design and printing of FAST's annual reports and sponsored trade journal.
- Co-produced several live, company-wide webcasts including special video content.

**Pileated Pictures – Newton/Shelburne Falls, Mass. (February 2000 – April 2005)**

**Co-founder/Creative Director**

- Responsible for creative development and helping decide company strategy.
- Co-wrote and produced online games and animated content for entertainment and education clients resulting in increased site traffic, downloads, and fan club sign-ups.

**PolyGram Television - Fearless Films – Beverly Hills, California, 1998**

**Producer's Assistant**

- Worked at PolyGram's Los Angeles headquarters for independent producer, researching story ideas for development into series or films.
- Located ownership of film and TV rights to several properties for acquisition.
- Aided in the pre-production of PolyGram's syndicated series The Crow – Stairway to Heaven, including arranging the contractual intricacies involved with an American/Canadian joint production.

**Seinfeld – Castle Rock Studio - Studio City, California, 1991-1996**

**Script Coordinator/Writers Assistant**

- Worked closely with show creators, writing staff and all department heads.
- Researched story ideas and copy edited all drafts of current and future scripts.
- Collaborated with Larry David in preparing list of priority takes for Editor's Cut.
- Recorded and catalogued all of Jerry Seinfeld's stand-up routines.

**Saved By the Bell - NBC Productions – Hollywood, California, 1990-1991**

**Production Assistant/Writers Assistant**

- As Production Assistant, supported production staff and cast with daily production needs, ranging from the menial to those of great importance, like delivering the raw, just-shot footage to the NBC intake vaults.
- As Writers' Assistant, copy edited all scripts and writers' revisions during the production week.

**05. Education**

**Emerson College – Boston, Mass.**

Mass Communications major. B.Sc. Television Production

**McGill University – Montreal, Canada**

Art History and Political Science joint major