

JERRY H. LEU

PROFILE

I am an award-winning producer and director with a strong background in storytelling and creating original content for broadcast and digital media. As a Supervising Producer I have led teams to successfully integrated new broadcast technologies and workflows to executive high-end content in both in-person and remote productions.

CONTACT

jerryhw.leu@gmail.com

jerryleu.com

630.254.0632

AWARDS

Webby Award Nominee in Best Social Video:

Food & Drink and Honoree in How-To & DIY Video

Winner of Best Corporate Film and Video at the Asia-Pacific Excellence Awards

Epicurean Market 2015 TVC

Best Singapore Short Film at Singapore International Film Festival:

Not Working Today (Producer)

Highly Commended for Best Entertainment Program and Best Music Program at The Asian Television Awards:

MTV World Stage: Live in Malaysia 2012

EXPERIENCE

SUPERVISING PRODUCER: INNOVATIONS

May 2021 - Present

PRODUCER Equinox Media New York, NY

Sep 2019 - May 2021

- Lead a studio team consisting of producers, APs, and production crews in producing high-end fitness content (SoulCycle, Rumble, Equinox) in a broadcast live-to-tape and livestream environment.
- Oversee the implementation of new broadcast and production technologies including, but not limited to, building livestream studios; creating fully remote productions; and utilizing IP-based, OSC, and midi network solutions.
- Lead the building of new remote studios and productions, which includes Equinox Media's livestreaming content and operations.
- Manage and oversee budgets and timelines for productions and studio build-outs

MANAGING VIDEO PRODUCER DotDash New York, NY

Apr 2019 - Aug 2019

- Led all video productions for DotDash's nine brands including: Verywell, The Spruce, TripSavvy, Byrdie, Investopedia, Lifewire and more.
- Led and managed the video team at DotDash including senior producers, producers, motion gfx artists, and editors.
- Oversaw all video strategy using SEO and competitor data analysis tools like Looker.

SENIOR VIDEO PRODUCER RealSimple.com Meredith Corporation (Formerly Time Inc.) New York, NY

Apr 2017 - Apr 2019

- Managed the daily video operations for Real Simple including the overall budget and lead a team of full-time and freelance producers, editors, and shooters.
- Led the development of new series using SEO analytics for Real Simple and the home vertical to push for original long-form content for YouTube, Facebook, and IGTV.

SKILLS

EQUIPMENT

ARRI Alexa HD Cameras
RED HD Cameras
Sony HD Cameras (FS7/A7S)
Canon HD Cameras (C series/DSLR)
Blackmagic Broadcast Hardware
NewTek Broadcast Hardware
NDI Devices
Large-Scale LED Walls

LANGUAGE

Conversational Mandarin

SOFTWARE

Ableton Live Studios
Adobe CS Suite
Final Cut Pro
Resolume
Data Analytic Tools
Microsoft Office

EDUCATION

MASTER OF FINE ARTS

Aug 2008 – Sep 2012

**New York University Tisch School
of the Arts.**

Major: Tv and Film Production

BACHELOR OF FINE ARTS

Aug 2004 – May 2008

University of Illinois in Chicago.

Major: Moving Image and Studio Arts

EXPERIENCE

RealSimple.com

Cont.

- Led our editorial and social teams in creating video content, which resulted in increasing viewership by 300% and gained close to a billion video views.
- Produced, directed, and conceptualized all branded-editorial video content from RFP to completion. This has resulted in over 2 million dollars of revenue.

SENIOR CREATIVE HEAD VISUAL & GLOBAL MEDIA

Mar 2015 – Oct 2016

CREATIVE HEAD VISUAL MEDIA

Jan 2014 – Mar 2015

**Marina Bay Sands by Las Vegas Sands Corp.
Singapore**

- Wrote, directed, and produced original video content for Marina Bay Sands and its partners.
- Led and managed the Visual Media team consisting of producers, videographers, editors, and motion GFX artists.
- Developed all social media video campaigns and tripled their video content library and netted them millions of views.
- Pioneered VR 360 video and broadcast quality live streaming for online video and mobile platforms.
- Collaborated with internal stakeholders, marketing, and advertising teams to develop, pitch, and create branded content for broadcast, digital media, and social media platforms.
- Supported and oversaw partnerships with external media agencies to ensure content is on-brand and aligned with the company's goals and business strategies.

PRODUCER

**MTV Asia
Singapore**

Oct 2011 - Oct 2012

- Worked closely with the head of TV programming and the Executive Producer to create and brand MTV's flagship show: The MTV Show
- Directed, wrote, shot, and edited for The MTV Show and other programs.
- VT producer for "MTV World Stage: Live in Malaysia." As the VT Producer I was in charge of interviewing the main headliners. (Justin Bieber, Jay Park, etc.)