



Jill Leibowitz

Director of Production and Content Strategy
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PROFESSIONAL PROFILE

Director seeking new leadership opportunities. Proven track record developing high-impact, multiplatform programming. Ready to make immediate, positive contributions by optimizing production, creative strategy, sales efforts / acquisitions, client relationship management, and cross-functional staff collaboration in support of content goals.

WORK HISTORY

ONE10 MARKETING

2021 – PRESENT

Director of Production and Content Strategy - *Lead the production division of a longstanding marketing agency: innovating / building the department's creative assets, video content, live / hybrid / virtual events, vendor partnerships and more.*

- ✓ Ideate/create **brand integration concepts** that introduce new/existing audiences to clients' product offerings.
- ✓ Act as in-house Executive Producer for virtual / live / hybrid events and collaborate with production partners.
- ✓ Collaborate with the in-house Creative Department to create seamless productions and creative assets.
- ✓ Partner with **sales teams**, developing **innovative pitches** and selling **in-depth ideas**.
- ✓ Spearhead the **production process, development** and **strategy**.

INTERSPORT

2012 – 2021

Assumed roles of progressively greater scope and complexity at a leading creator of sports and entertainment-based marketing platforms.

- ❖ **Senior Producer and Content Strategist** – Developed and implemented platforms to help Fortune 500 companies **attract, engage, and inspire** action in target demographics.
 - ✓ Notable accounts included **Deloitte, Cigna, Salesforce, L.L. Bean, The Hartford and Arrow Electronics**.
 - ✓ Produced creative assets that **strengthened client messaging** across global media channels.
 - ✓ Led cross-functional content/editorial teams to deliver excellence in all **media formats: digital, social, experiential, on-air/live and more**.
 - ✓ Maximized resources and personnel to deliver **award-winning content**, while upholding strict budgets, deadlines, and brand identities.
- ❖ **Producer** – Provided leadership and direction to **the full cycle of production activities**, from ideation through execution.
 - ✓ Wrote, produced, and led editing sessions for **digital/social content and television programming**, including Courage in Sports, Best of College Basketball, Inside the US Open, and the American Giving Awards.
 - ✓ Coordinated logistics to **improve efficiency and maximize ROI** on production budgets.
 - ✓ Delivered a **world-class client experience** to JP Morgan Chase, Disney, Samsung, Enterprise Rent-A-Car, USAA, Kraft, Mayo Clinic, Mercedes Benz, KPMG, Skechers and American Family Insurance.



PRODUCER AND WRITER; CNBC'S CRIME, INC. / KURTIS PRODUCTIONS

2011 – 2012

Scripted, directed, produced, and led the edit process at an hour-long news magazine program focused on high-stakes criminal enterprises.

- ❖ Added depth and interest to crime-related stories by filming **undercover footage** and conducting insightful **insider / whistle blower interviews**.
- ❖ Created **story concepts and outlines** to engage existing audiences, while attracting new demographics to the Crime, Inc. franchise.

HBO'S REAL SPORTS WITH BRYANT GUMBEL

2004 – 2011

Earned increasing levels of skill, responsibility, and leadership at the network's flagship sports program.

- ❖ **Associate Producer** – Wrote and produced **high-quality, compelling pieces**, including profiles of sports figures, updates to previous Real Sports stories, and explorations of the intersection between sports and societal issues.
 - ✓ Performed both **strategic and tactical production activities**, including field producing, directing, interviews, script writing, and editing leadership.
 - ✓ Strengthened **creative storytelling capabilities** by developing original concepts, pitching potential subjects, and managing booking logistics.
- ❖ **Production Assistant** – Supported all aspects of the production process, making progressively greater contributions to the show's **reputation for broadcast excellence**.
 - ✓ Conceived and developed a **Sports Emmy-nominated expose on coal-fired power plants**, underlying political / corporate entanglements, and the health effects on child athletes.
 - ✓ Proposed and crafted a **Sports Emmy-nominated story about clandestine recruiting relationships** between international basketball players and boosters, professors, coaches, and agents at Ohio State University.

PRODUCTION INTERN; CBS 60 MINUTES

2003

Discovered and investigated an on-air piece chronicling improper conduct among U.S. energy companies, including detailed corroborative interviews.

INVESTIGATIVE REPORTING INTERN; CBS NEWS

2002

Played a key role in investigating ethical violations by incumbent Congressional candidates, a major expose of security lapses at Chicago airports, and other stories with major local impact.

EDUCATION

Bachelor of Arts in Communications; The University of Pennsylvania

- ❖ Magna Cum Laude Graduate / Minor in Spanish
- ❖ 3.7 GPA

PROFESSIONAL RECOGNITION

Sports Emmy Nominee

Telly Winner, Silver and Bronze and Corporate Social Responsibility Award Winner – “Digi-Truck” for Arrow Electronics