



# BJ BARRETTA

HEAD OF VIDEO

I'm an innovator at the intersection of strategy and storytelling responsible for driving over **2 billion video views** for brands and publishers. As platforms constantly evolve, I'm always looking to do *what's next*. For the people I work for, they have a right-hand leader who always finds the best ways to get to a yes. The people who work for me know that I'm a clear communicator who always gives the direction and the space needed to get the job done. I advocate for my teams and am a trusted mentor for the people who need instruction on how to produce the highest quality at the lowest cost.

## CONTACT

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## AWARDS AND RECOGNITION

Webby x3, Shorty x7, PromaxBDA x4, Cynopsis x11, Telly x4, National Addy Gold, AVA Digital Awards Gold, Digiday: Best Video Publisher Partner for Brands, Interactive Emmy Finalist

## CLIENTS

Starbucks, L'Oreal, The CW, Facebook, Paramount Pictures, YouTube, Quaker, State Farm, Clorox, TD Ameritrade, Capital One, Cricket Wireless, Verizon, Westin, Hallmark, Walgreens, Whirlpool, REI, Dick's Sporting Goods, Dignity Health, Cigna, Johnson & Johnson, Ancestry.com, Minute Maid, Ford, Subaru, SoCal Honda, Pratt & Whitney, Nature Valley, Old Navy, Hasbro, Kroger, Barilla, Northwestern Mutual, Red Robin, Truvia, Extra Gum, Hershey's, Maxwell House, TOMS, New Orleans Tourism, Disabled American Veterans, Bill and Melinda Gates Foundation, Rockefeller Foundation, Robin Hood Foundation, Boy Scouts of America, Girl Scouts of America, Ad Council

## DIGITAL PRODUCER CREDITS

Whale Wars, Shark Week, Deadliest Catch, River Monsters, Through the Wormhole, Alaska: The Last Frontier, Next Great Baker, Big Giant Swords, Call of the Wildman, Everest Jump Live, Mic'd Up in Miami with Chad "Ochocinco" Johnson

## BROADCAST CREDITS

I Want That (producer), TLC's Toddler Bowl (producer), Surviving Death: A Paranormal Debate (producer), CBS Evening News (editor), CBS This Morning (editor), National Open House (camera)

## TEACHING

Senior Lecturer, Video Production | University of the Arts, Philadelphia | Spring 2017  
Adjunct Professor, History of Film | Northern Virginia Community College | 2013-2015

## WORK EXPERIENCE

### Supervising Producer | Entercom Philadelphia | 2019 - present

I'm the head of video for RADIO.COM Sports, overseeing digital video development, production, and strategy for Entercom's 35 sports markets and national sports brand.

- Despite the pandemic impacting team resources and pausing sports for an extended period, 2020 ad-supported O&O **video views increased 42.4 million** over 2019, a **91% jump**.
- A late 2020 shift in social strategy has enjoyed a **1400% increase in Facebook views** and a **263% increase in YouTube watch time** over the previous quarter.

### Head of Video | GOOD | Upworthy Philadelphia | 2015 - 2019

GOOD | Upworthy is a social publisher with a mission to uplift people and drive social progress, followed by over 14 million. I managed all productions, staff, licensing, partnerships, and audience development for our original and brand video studios.

- **I established our brand studio** in early 2016. In that time, it's earned over a quarter-billion views and **34 industry honors** while also being a critical revenue driver.
- I took over original video just as the Facebook algorithm shifted in January 2018 but **grew video views 47% and watch time 114%** in 10 months. In August, we had a massive layoff eliminating much of my team just as the Facebook algorithm was bottoming out. These forces shuttered other digital publishers but grew our video view time an additional 8% and engagement 25%.

### Producer | Discovery Silver Spring, MD | 2013 - 2015

I developed, launched and managed tentpole digital programming for some of Discovery's biggest properties to include *Shark Week* and *Whale Wars*. I also produced linear television programming.

- I developed *Whale Wars: Blood and Water*, Animal Planet's revolutionary interactive online episode that won **two Webby Awards and was an Interactive Emmy finalist**. After it was greenlit because of my pitch, I was a producer and editor on the project.
- Using audience data, I developed, produced, and programmed a dinosaur YouTube channel using legacy Discovery dinosaur footage that has earned over **500 million views**.
- I was the series producer for season 6 of DIY Network's *I Want That* (for an external production company while DIY Network was still part of Scripps).

### Media Team Lead | ManTech/ TASC Chantilly, VA | 2004-2006 / 2007-2012

I established and lead a multidisciplinary media team that created content for a strategic communications division servicing a government contract in the Intelligence Community. We reached 80,000 personnel with vital information regarding our nation's security.

- **I established the first digital content and distribution studio** in the IC.
- I developed and managed the creation of interactive training tools and products.

### Station Manager | Falmouth Community Television Falmouth, MA | 2006-07

I managed a vibrant public access station that was a media hub in a community without a local TV affiliate. I trained citizen producers, produced live and live-to-tape field and studio programming, and **launched the station's first digital video creation and distribution operations**.

## EDUCATION

American University | MA Producing for Film and Television, Washington, D.C.  
Loyola University of Maryland | BA Political Science/ Film Minor, Baltimore, MD