

Judah Brody

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Summary

An entrepreneurial and versatile leader in media production, strategic digital marketing, and operational management. I combine award-winning storytelling skills with hands-on business acumen to build programs, lead teams, and drive engagement. Experience includes founding and directing a live sports production division, managing daily operations in the hospitality sector, supervising teams in fast-paced retail environments, documenting human rights stories in East Africa, and capturing high-stakes NBA and collegiate sports action for major market television. I excel at client relations, managing data-driven campaigns, producing compelling content, and leveraging technology from digital media tools to AI problem solve.

Skills

- **Sales**
- **Public/Media Relations**
- **Business & Marketing:** Digital Marketing Strategy, Website Management (Content Creation, SEO), Social Media Management (Hootsuite & competitors), E-commerce Store Management, Newsletter Creation (Mailchimp), Client Relations, Sales Growth Strategies
- **Video Production:** Broadcast, Live-stream & On-demand Video Production, On-Camera Reporting, Voiceover, Interviewing Techniques (in a foreign country), ENG Camera Operation (Mirrorless, DSLR, Digital Cinema Cameras; Canon, Sony, Nikon), Live Shot Transmission (Dejero, TVU), Field Lighting, Sound Design
- **Photography:** Sports Action Photography, Portraiture, Event Photography, Photojournalism using Wide-angle, Telephoto, and Prime Lenses
- **Specialized Techniques:** Multi-Camera Production, Green Screen/Chroma Keying, 360-Degree Video, Slow Motion, Gimbal Operation, Timelapse, High Dynamic Range (HDR) Media, Long Exposure Photography, Data Visualization, Wildlife Photography
- **Editing Software:** Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Lightroom, Audition), Final Cut Pro, Da Vinci Resolve
- **Broadcast Systems:** AP ENPS, EDIUS X, Teleprompter Operation, Studio Camera Operation, Control Room Operations, Rundown Management, Audio Board Operation, Graphics Operation (Chyron, Vizrt), Video Playback Systems
- **Data Analysis & Interpretation:** Proficient in analyzing complex statistics, integrating data into projects, and presenting findings in an accessible manner for broad audiences.
- **Advanced AI Modeling:** Utilizing the latest AI models (i.e. ChatGPT 4.0, Google Gemini Advanced, DALL-E 3, and Midjourney) for language translation, automated transcription and captioning, business planning, raw data analysis, and media generation to share stories that predate the invention of the camera, such as The American Revolution
- **Hospitality & Management:** Property Management & Guest Relations, Conflict Resolution & Staff Training, Financial Reconciliation & Operations Management, Vendor Coordination & Security Awareness

- **Property Management Software:** Yardi, Paylocity, Jonas Chorum, OPERA
- **Communication:** Strong Written & Verbal Communication, Cross-functional Collaboration, Public Speaking, Formal Presentations
- **Languages:** Fluent in English, Limited Working Proficiency in American Sign Language and Spanish
- **Caregiving**
- **Other:** Microsoft Excel (Intermediate), Powerpoint, Word

Professional Experience

Digital Media Contractor / Founder | Judah Brody Productions - United States | 2016 – Present

- Providing comprehensive digital marketing and videography services for clients in the sports equipment, NGO, healthcare, journalism, and film sectors.
- Managing websites, social media channels, email newsletters, and e-commerce platforms to enhance online presence and drive sales growth.
- Developing and executing content strategies utilizing photo and video assets to achieve client marketing objectives.
- Producing, directing, shooting, and consulting on video and photo content tailored to client needs, including photoshoots, commercials, documentaries, music videos, and short films.
- Interviewing high-profile subjects, including Academy Award-winning directors and actors at film festivals for media outlets.

Caregiver | Respite/24HourHomeCare - Santa Barbara, CA | 2025

- Drove child with severe autism and behavioral problems to appointments, playtime, and educated him in sports, aviation, and other interests.

Sales Rep/Sports Desk | VOICE Magazine - Santa Barbara, CA | 2025

- Sold print and digital advertising opportunities in the newspaper to local businesses.
- Researched and wrote sports stories.

Front Desk Manager | Best Western Plus Santa Barbara - Santa Barbara, CA | 2024 – 2025

- Managed daily property operations, optimizing reservations and handling financial transactions.
- Delivered exceptional guest services, addressing inquiries, check-ins, and special requests.
- Worked cross-functionally with housekeeping and maintenance to ensure smooth property operations.
- Provided security awareness and conflict resolution, addressing guest concerns and protecting staff.
- Trained across all shifts, including audit procedures and financial reconciliation.

Sports Photographer/Editor | Tegna Inc. (KPNX-12 News) - Phoenix, AZ | 2023

- Recorded 6-10 high-stakes games a week for regionally televised broadcasts and practices, press conferences, and scrums of professional and collegiate sports teams in Arizona (NBA, MLB, Arizona State).
- Edited highlights and segments under tight deadlines for daily and nightly sportscasts and special programming using EDIUS X.
- Wrote and pushed scripts, VOs, and SOTs into the news rundown system (ENPS).
- Executed live shots for broadcasts using TVU and Dejero transmission units.

- Filmed reporter stand-ups, feature stories, and exclusive interviews, often conducting interviews with sports superstars from behind the camera.
- Contributed videography to "Friday Night Fever," Arizona's leading high school football show, filming 3-4 games a week.

Video Producer | The State Press - Tempe, AZ | 2021 – 2023

- Pitched, shot, and edited compelling photo and video content, integrating context with media on complex ASU news, sports, and campus life stories for statepress.com and social media platforms using the Adobe suite.
- Produced and voiced over explainer videos utilizing motion graphics to convey complex topics, such as cryptocurrencies or NIL in collegiate sports, to broad audiences
- Reported on various ASU sports beats, including producing coverage of the two top collegiate women's water polo tournaments in the country (NCAA, MPSF).
- Served as Assistant Director on the SPJ Mark of Excellence award-winning feature documentary "Rush: Jackson He".
- Interviewed sources and developed narratives for news/sports documentaries.
- Published written summaries and managed video content uploads using a CMS.
- Diversity Council Member: Actively participated in council meetings, contributing to the development and implementation of ethics and practices training focused on ensuring equitable representation in reporting across diverse communities.

Store Manager | The Halal Guys - Tempe, AZ | 2022

- Led store operations, including inventory management, financial reporting, and staff supervision.
- Hired, trained, and managed employees to uphold brand standards and quality service.
- Oversaw logistics for large-scale catering orders, ensuring timely fulfillment.

Research and Data Entry Assistant | Global Sports & Entertainment - Remote | 2022

- Contributed research and generated ideas for potential guests for sports media talent booking, supporting shows like the "Dan Le Batard Show," "UFC Unfiltered," and "Ekeler's Edge".
- Meticulously maintained and updated spreadsheets and documents, accurately logging talent booking status, communications, and confirmations/rejections.

Seasonal Sales Associate | See's Candies - Santa Barbara, CA | 2017 – 2022

- Welcomed shoppers with a smile and sample, assisted shoppers in finding what they needed, packaged custom chocolate boxes, checked out using point of sales system, stocked, cleaned, and checked shipments for accuracy.

Senior Counselor | Camp Haverim - Carpinteria, CA | 2021

- Supervised and mentored children, facilitating structured activities and ensuring a safe environment.

Founder & Director, Live Sports Production | DPNews - Santa Barbara, CA | 2016 – 2020

- Conceptualized, founded, and directed the live sports production division for a student media outlet.
- Established workflows for multi-camera live streaming of high school sports.
- Recruited, trained, and managed student crews for camera operation, directing, graphics, and commentary.
- Oversaw all technical and logistical aspects of live productions and provided play-by-play and color commentary on a variety of sports.
- Successfully built a sustainable program that continues to operate.

Guest Experience Specialist | Santa Barbara Zoo - Santa Barbara, CA | 2017

- Managed POS transactions, provided guest assistance, and handled crowd control in gift

store.

Education

Arizona State University - Phoenix, AZ Walter Cronkite School of Journalism and Mass Communications

- Bachelor of Arts in Sports Journalism (Summer 2024)
- Minor in Sociology
- **Awards:**
 - Howard G. Buffett Foundation Scholar: Selected as one of 10 students for a funded international photojournalism project in Rwanda, Africa
 - SPJ Mark of Excellence (Rush: Jackson He)
 - Finalist, Hearst National Journalism Award in Multimedia Innovative Storytelling and Audience Engagement (Pursuing music as an Asian American student)
 - Fall 2021 Dean's List
- **Relevant Coursework:**
 - Advanced Issues in Sports & Media, Sports Broadcast Production, Sports Multimedia Journalism, Sports Photojournalism, Sports Reporting, Sports Videography, Strategic Sports Communication, Ethics & Diversity in Sports Journalism, Internship with 12 News
 - Africa and the Media, Photojournalism in Rwanda, Innovation & Entrepreneurship Lab
 - Sports Marketing & Campaigns, Principles of Strategic Communication, The Digital Audience
 - Mass Communication Law, Principles & History of Journalism, Coding for Journalists
 - Social Statistics, Sociological Theories
 - Spanish, Transborder Latin American Migration
- **Scholarships:**
 - Doug & Claudia Anderson Scholarship
 - Provost's Distinction Award Scholarship
 - Phoenix Press Club Foundation Scholarship
 - Scholarship Foundation of Santa Barbara Scholarship

Work Samples

Available Upon Request.

Additional Information

- Published works in AZPreps365, East Valley Tribune, JEA Digital Media, Noozhawk, The State Press, The Channels, and VOICE magazine.
- Provided comprehensive marketing plan for startup PURE Pickleball & Paddle, the largest pickleball facility in Arizona as part of college coursework
- Created a business plan for a startup app for sports fans allowing fans of visiting teams to connect safely, as part of college coursework.
- Extensive experience (7+ years) in print and digital journalism, specializing in sports and

- community reporting.
- Possesses a California Driver's License and a clean driving record.
- Experience serving as Secretary at Board Meetings, demonstrating organizational and notetaking/minutes skills.

References

Available upon request.