

# Jonathan Fazio

New York City Metropolitan Area | 732-995-5993 | [jonathanmfazio@gmail.com](mailto:jonathanmfazio@gmail.com)  
[www.jonfazio.com](http://www.jonfazio.com) | <https://www.linkedin.com/in/jonfazio/>

## Head Of Video

---

### Professional Summary

---

*Strategic head of video that has 14+ years of experience with a passion for storytelling and making a difference in the world by sharing compelling, character-driven narratives.*

---

### Professional Experience

---

#### Scrub Daddy

Pennsauken, NJ

6/2024-Present

*Head Of Video*

---

**Channel Strategy** – YouTube Channel ownership monitoring analytics, monetization, and optimizing for KPIs. Built custom YouTube thumbnails for a 2.5% increase in CTR. Managed monetization for all content on the channel, resulting in several thousand dollars in incremental revenue each month.

**Team Management** – Led a small team of 5 people to produce content. Implemented a gear inventory & studio management process. Introduced & trained the team on new equipment. Set & Managed video production budget. Approver on video edits, provided training to the team on how to improve retention time and content quality. Created Planner board in Microsoft to track progress of video projects as well as establishing deadlines, resulting in 3x more production than in previous months.

**Content Strategy Management** – Developed and managed the long-form content strategy on the Scrub Daddy YouTube channel. Responsible for the full video production lifecycle including writing, directing, editing and publishing on the platform. Ran weekly team meetings to brainstorm video ideas, research trending topics and content, as well as review analytics to determine what works and what needs improvement.

---

#### Fortune Magazine

New York, NY

11/2022-6/2024

*Head Of Video, YouTube*

---

**Content Strategy** – Created multiple series including The Ground Up and On The Clock that led to over a 1000% viewership increase on YouTube. Manage video publishing calendar and serve as the strategic partner for the team who oversees editorial platform design and technology. Go-to manager for gear assist, assembly and updates with inventory.

**Producer & Editor** – Assign, produce, shoot, script, edit, review and publish digital videos from pitch to publish creating a cohesive brand story for Fortune. Solely responsible for uploading footage to YouTube and site, tracking analytics and trends and maximizing SEO keywords for broader outreach. Turned on YouTube monetization for over 90% of videos on the channel that resulted in an 1,800% increase in revenue and removed over 600 copyright claims.

**Project Management** – Led and directed producers to follow a production handbook I created when pitching new ideas, stories and video strategies for Fortune. Created Asana board to track progress of projects every step of the way, from pitch to publish. Executive Producer on a podcast series Executive Exchange, which talks with high-profile CEOs in business about their career and life.

---

#### CNBC

New York, NY

11/2017-10/2022

*Lead Producer*

---

**Team Management** – Directed and managed team of 4 producers to build multiple sponsored series from Bank of America and Straight Talk to each hit 1M concurrent views. Established video content direction, implemented deadlines and supervised producers from pitching characters to executing edits, fact checking and publishing online.

**Project Management** – Strategized monthly and weekly video production cadence. Curated projects from initiation to completion effectively and efficiently through strict deadlines. Produce and publish 2-3 unique stories/month on time and on budget. Grew the YouTube channel by 36X (30K to 1.1M) in subscribers. Implemented strategies in videos to gain retention time.

**Content Strategy Management** – Produce, shoot, script and edit digital videos from pitch to publish creating a cohesive brand story for the CNBC Make It channel. Sourced subjects that appeal to our audience which had a 73% higher viewership than average for the team.

**Cross Functional Teamwork** – Collaborated with producers on the team to deliver video assets on time for multiple series, including Millennial Money, FIRED UP, One Minute Money Hack and packages for Peacock to streamline content to multiple networks within the NBCUniversal umbrella, which increased viewership by 29% overall.

---

## NWSL

New York, NY

03/2018-10/2022

*Producer*

---

**Organizational Skills** – Established game day video production cadence. Clipped highlights from when they happen live to publish in tight deadlines. Participated in growth from A&E Network to CBS in 2021 experiencing a 50% growth in audience.

**Content Strategy Management** – Solely produced, edited and delivered highlight and sponsored videos for the NWSL YouTube and social media platforms seasonally. Uploaded videos to the platform. Highlights were delivered to outside vendors, such as CBS Sports, Twitch and ESPN.

---

## MLB/NHL Network

Secaucus, NJ

05/2011-11/2017

*Video Producer*

---

**Time Management/Sense of Urgency**– 4-Time Emmy Award-Winning producer for live shows and taped programming on “MLB Tonight.” Pitched, produced, edited and broadcasted live to air and tape reaching approximately 69.9 million television households and over 2 million people on social media platforms.

**Scripting + Fact Checking** – First in line to calculate new statistics as games aired to keep the audience up to date with new stat lines and produced content to coincide with the action on the field. Wrote copy for talent to read live on the network.

**Cross-Functional Teamwork** – Collaborate with graphic designers to produce industry-leading state of the art sports animations for segments during live programming. Improved video production efficiency by 20%. Coordinate review of content between control room staff and on-air talent prior to airing on TV.

**Live Video Production** – Produced several live-to-tape shows in the control room for the series, “Intentional Talk.”

---

## Highlighted Achievements

---

- *4-Time Emmy Award winner video producer for MLB Network’s “MLB Tonight” in the category for Best Daily Sports Show.*
  - *Led different strategies that were implemented with CNBC’s 2020 Webby Honoree’s YouTube series, “Millennial Money” to attract a larger audience (2800% increase) and longer retention time (2.5x).*
  - *Mastered daily workflow to publish at least 2-3 videos a month without missing a deadline.*
  - *Mentored producers to edit more efficiently and boost their productivity by 50%*
- 

## Skills and Expertise

---

Project Management	Cross-Functional Teamwork	Reporting/Analytics
Time Management/Prioritization	Casting	Content Strategy Management
Problem Solving/Critical Thinking	Leadership/Delegation	Production Supervisor
Negotiation Skills	Attention To Detail	Scripting
Budget Management	Editing	Fact Checking
Creative Brief	SEO	Google Analytics
Social Media Content	Live Video Production	Live Audio Production

\*\*Canon EOS-5 D Mark IV+III, C100, C200, C300, R5, Sony A7S III, FX3, GoPro Cameras, DJI Mini 2 Drone, Adobe Premiere, After Effects, Photoshop, Audition, Media Encoder, Sonix, Frame.io, Otter, Monday, Asana, Pingboard, Trello, Parse.ly, Microsoft Office, Google Suite, Mac OS, Windows.

---

## Education

---

Montclair State University

Montclair, NJ

B.A.: Broadcasting

*Achievement in Production Award*

---

## Video Samples

---

Fortune - [How I Made Over \\$220M In Sales Creating Scrub Daddy](#)

Fortune - [How I Make 6 Figures A Year With The Cart Narcs](#)

Fortune - [How To Get Rich Featuring Ramit Sethi](#)

CNBC - [What It's Like Working Behind The Scenes As A Roadie](#)

CNBC - [How Beats By Dre Became A Multibillion-Dollar Brand](#)

CNBC - [How Pokémon Became A Multibillion-Dollar Industry](#)