

## Brad Jones

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Strategist, Motivational Manager, and Media Expert excited by building relationships with clients and colleagues while driving big-picture results. Empowering team leader who facilitates efficient and effective stakeholder communication to build best practices, drive cross-functional initiatives, and deliver clear, strategic direction to complex projects.

- Proven independent, self-manager | Supervised real estate value-add project that created 33%+ growth in revenue +\$400k in equity
- Deep craft experience | 15+ years in television post-production | 7+ years leading teams | Edited #1 rated shows ever on two different US networks
- Cross-functional communicator and persuasive presenter | Established communication channel that became company-wide best practice

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### BUSINESS EXPERIENCE

2010 - 2020

#### **JONES PROPERTIES, Los Angeles, CA**

##### **Real Estate Investment Company**

##### **Founder/Director**

- Created strategy roadmap for \$3 million real estate portfolio tailored to the Los Angeles rental market
- Analyzed financials (cash-on-cash, cap rate, gross rent multiplier, etc.) and assessed future performance of remodel-worthy multi-family residential properties and executed acquisitions
- Designed and led \$300k+ value-add, multi-property project that created \$400k+ in equity and produced growth in revenue of over 33% with a sub-four-year repayment schedule
- Collaborated with a diverse group of contractors, leasing agents, property managers, realtors, mortgage brokers and tenants to build strong partnerships, cut costs and increase ROI
- Marketed units utilizing strategy roadmap and successfully signed targeted professionals

2011 - 2016

#### **495 PRODUCTIONS, Los Angeles, CA**

##### **Television Production Company**

##### **Supervising Editor**

- Led teams of 10-20 creating dozens of seasons of compelling television content, marketing trailers and internal development projects under inflexible deadlines and optimistic budgets
- Managed multidirectional communication with owners, producers, executives and creatives to facilitate best possible distribution of knowledge to all stakeholders
- Applied storytelling and editing skills to craft thousands of hours of raw footage and interviews into 42 minute television episodes that entertained over 6MM+ viewers on initial air dates ex reruns and digital
- Mentored upcoming editors on craft and storytelling ultimately streamlining overall workflow

2011

##### **Editor**

- Edited episodes of the highest-rated shows ever on two different US networks, MTV and CMT
- Established a new communication channel that became company-wide best practice
- Edited: *Jersey Shore*, *Snooki and Jwoww*, *Party Down South*, *Tattoo Nightmares*, *Taboo*, *The Pauly D Project*, *The Ex and The Why*, *Friendzone*, pilots, internal sales & marketing

2006 - 2011

#### **NBCUniversal, Los Angeles, CA**

##### **Television Production Company**

##### **Editor**

- Created promotional ads, MIPCOM marketing reels, television episodes and live events for E! and E! International for the domestic US and international television markets, Style Network and G4 TV
- Edited for E! and E! International: *E! True Hollywood Stories*, *The Soup with Joel McHale*, *Fashion Police*, *E! Live from the Red Carpet*, *Extreme Close-Up*, et al.
- Edited for G4 TV: *Ninja Warrior*, *Attack of the Show*, *X Play*, *Web Soup*, *The Nerdist*, *E3 Live*, feature film specials in partnership with Warner Bros., et al.
- Edited for Style Network: *The Dish* with Danielle Fishel, et al.

2007 - 2009

#### **FLUENT ADVERTISING, Los Angeles, CA**

##### **Advertising Company**

##### **Editor**

- Led an internal/external creative team
- Conceived, produced and edited over 20 feature film trailers for ABC and ESPN that were in heavy rotation on ESPN during the coveted fall football season time slots
- Directed voiceovers, liaised with clients, oversaw graphics creation

**2000 – 2009 Consolidated Prior Editing Roles, Los Angeles, CA**

- Edited for K-CBS Los Angeles, HBO, Bravo, Hurwitz Creative, Robert Greenwald, Blink Digital, Trio Film, Post Consumer Media and others
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**EDUCATION**

**2019 - 2020 University of Hong Kong / London Business School**

- MBA Candidate
- #1 One-Year MBA in the World *THE/WSJ*, #1 MBA in Asia 9+ years *The Economist*

**1998 - 2001 Loyola Marymount University, Los Angeles, CA**

- Film and Television Masters Program

**1990 - 1995 The University of Georgia, Athens, GA**

- Bachelor of Fine Arts, Painting
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**BOARD MEMBERSHIPS**

**2019 - 2020 Around the Horn Brewery, Groveland, CA  
Restaurant and Brewing Company  
Member Board of Advisors**

- Advised on real estate acquisition, capital expenditures, marketing and crisis management
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**ADDITIONAL INFORMATION**

- Member Board of Advisors (Real Estate & Capital) Around the Horn Brewing Co.
  - Managed a successful food blog with my wife, HomeSweetJones.com, peaked at 50k+ MAUs, currently 20k+
  - Elected Executive Committee Member, HKU Marketing club and advised LBS & HKU Consulting, LBS Corporate Leadership, LBS Design & Innovation, LBS Tech & Media clubs
  - Completed two 100-day seasons snowboarding
  - Travelled to 9 countries in the last 18 months
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**HONORS / AWARDS**

- Assistant edited Peabody Award winner *The N-Word* documentary.
- Edited *Running on Indian Time*, an official selection of the 2002 Sundance Film Festival
- Winner multiple Telly Awards