

Brad Jones

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Story expert who crafts narrative structure from sources ranging from video footage to sales data. 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. Excited by building relationships with clients and colleagues while driving big-picture results in a fast-paced environment.

- Experienced Leader | 15+ years in television post-production | 7+ years leading creative teams
- Story & media expert | Edited for #1 rated shows ever on two different ViacomCBS networks
- Proven self-manager | Led real estate value-add strategy that created 33%+ growth in revenue

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 6m+ viewers on initial air dates ex-reruns and digital
- Mentored upcoming editors on craft and storytelling ultimately streamlining overall company 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

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

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

ADDITIONAL INFORMATION

- Elected Executive Committee Member, HKU Marketing club and advised LBS & HKU Consulting club
- Advised LBS Corporate Leadership, Design & Innovation, and Tech & Media clubs
- Completed two 100-day seasons snowboarding
- Travelled to 9 countries in the last 18 months
- Managed a successful blog with my wife, HomeSweetJones.com, peaked at 50k+ MAUs, currently 20k+
- Amateur photographer with sales through Alamy
- Lifelong student of Leadership, Storytelling, and Behavioral Economics

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