

# SCOTT J. STARR

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## CREATIVE DIRECTOR / WRITER / PRODUCER / EDITOR

Four-time Emmy® award-winning Writer / Producer / Editor / Director / Videographer with 20+ years of creative experience in marketing, advertising and on-air promotion. Uniquely skilled at successfully managing projects from conception through delivery, as well as building strong, sustainable client relationships.

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Writing · Producing · Editing · Directing · Videography  
Image Campaigns · Sizzle Reels · Original Programming · Web Videos · Industrials  
Field Producing · Project Management · Client Relations

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## PROFESSIONAL EXPERIENCE

### **CBS NEWS MARKETING, New York, NY · June 2010 to Present**

#### **Special Projects Writer / Producer (Freelance)**

Write and produce image [campaigns](#) for “The CBS Evening News,” “CBS Mornings,” “CBS Sunday Morning” and “Face The Nation.”

### **DAILYMAIL TV, CBS Television Distribution, New York, NY · September 2017 to August 2022**

[Emmy® award-winning](#) 60-minute syndicated daily entertainment news show. Approximately 200+ episodes per season.

#### **Promo, Opens & Teases Producer**

Wrote and produced two opens--one for each half hour, four teases and a full daily topical promo set for stations.

### **MSNBC, New York, NY · October 2016 to January 2017**

#### **Editor / Producer (Freelance)**

[Wrote, produced and edited spots](#) for “Morning Joe” as well as the “This is why you watch” image campaign.

#### **Key Achievements**

- Created Proof of Performance (POP) spots as needed without oversight.
- Quickly wrote and produced promos for breaking news stories.
- Quickly converted live coverage into an image spot that I edited and produced for immediate air.

### **HARRY & MEREDITH VIEIRA SHOW, NBCUniversal Media LLC., NY, NY · August 2015 to October 2016**

Syndicated daily 60-minute daytime entertainment/variety talk shows.

#### **Promo Writer / Producer**

Wrote and produced launch, seasonal image campaigns and daily :30, :20, :15, :10 & :05 topicals.

#### **Key Achievements**

- Produced and edited on-air launch campaign and long-form digital spots for startup of *Harry*.
- Cut costs on purchased still photo and video usage by more than 70% from the previous season of *Meredith*.
- Delivered topical promo sets on time daily; allowing stations to consistently schedule and air show promos.
- Personally complimented by the Executive and Co-Executive Producers for making *Meredith* promos more exciting.
- Produced a well-received surprise highlight reel that aired as part of [“Meredith’s Goodbye”](#) in the final episode.

### **THE DR. OZ SHOW, Harpo & Sony Pictures TV, New York, NY · August 2009 to January 2015**

Emmy® award-winning 60-minute syndicated daily daytime informational talk show. Approximately 175 episodes per season.

#### **Tease Producer**

Wrote, produced and rough cut 4-5 teasers for in-show content per episode. Answered directly to the show's Executive Producer to craft writing and content based on ratings feedback.

#### **Key Achievements**

- Part of 2011, 2012 & 2013 Emmy® award-winning and 2010, 2014 & 2015 Emmy® award-nominated producing teams for Outstanding Informational Series.
- Given complete writing and creative control by Executive Producer after the first few weeks of each season.

#### **STRAND CREATIVE GROUP, New York, NY · May 2000 to July 2009**

Full-service production company producing promotional campaigns, PSAs and program packaging for broadcast & cable.

#### **Senior Writer / Producer**

Wrote, produced, shot, and edited innovative content. Oversaw all aspects of content production from conception to delivery.

#### **Key Achievements**

- Received 3 Telly Awards for writing and producing promotional spots and sales tape.
- Established strong, strategic, 6-year ongoing relationship with Lifetime Networks to create television spots promoting myLifetime.com, building one of longest running, lucrative accounts in company's history.
- Selected by Creative Director of Lifetime Networks to write, produce, and edit topical promos for 3 original series.
- Wrote and produced highly effective television spot for Lifetime Networks promoting online video game. After spot aired, video game download accounted for 20% of traffic to myLifetime.com.

#### **COURTROOM TELEVISION NETWORK, New York, NY · April 1994 to May 2000**

Cable network featuring live trial coverage and documentary programming. Now TruTV.

#### **Writer / Producer, On-Air Promotions (1997 to 2000)**

Managed writing and production of on-air promotions for network programming. Produced sales tapes to sell brand.

#### **Key Achievements**

- Won 1 Telly Award for on-air promotion of network movie.
- Created promotions for live daytime trial coverage, nightly legal news, dramas, documentaries, and movies.
- Wrote and produced well-received movie launch campaign featuring famed defense attorney, F. Lee Bailey.

#### **Producer / Creative Director (1996)**

Wrote and produced open for "Primetime Justice," a live legal news show airing weeknights at 8pm. Collaborated with Supervising Producer, Executive Producer, and vendors to design graphics package for show.

- Received company recognition for immediately improving show's open.

### **FORMAL EDUCATION**

#### **Master of Science, Television / Radio / Film**

SYRACUSE UNIVERSITY— Newhouse School of Public Communications - Syracuse, New York

#### **Bachelor of Science, Speech Communication: Broadcasting**

MILLERSVILLE UNIVERSITY – Millersville, Pennsylvania

### **ACHIEVEMENTS & ORGANIZATIONS**

4 Daytime Emmy® awards, Telly awards

Gordon Alderman Memorial Prize for creativity in television, Syracuse University

Edward Laucks Memorial Sertoma Award for excellence in communications, Millersville University

Writers Guild of America East

### **TECHNICAL EXPERTISE**

Macs, PCs, AVID Media Composer, AVID Interplay, Final Cut Pro, DVD Studio Pro, DropBox, MediaSilo