

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.

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

PROFESSIONAL EXPERIENCE

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

Special Projects Writer / Producer

- **Write and produce** high-profile image campaigns for *The CBS Evening News*, *CBS Mornings*, *CBS Sunday Morning*, and *Face The Nation*.
- **Collaborate** with internal stakeholders to align promotional assets with network brand strategy.

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, Open & Tease Producer

- **Authored and produced** two daily opens (one for each half-hour segment) and four high-impact teases per episode.
- **Delivered** a complete daily topical promo package distributed to all syndicated network stations under tight daily deadlines.

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

Editor / Producer (Freelance)

- **Wrote, produced, and edited promos** for *Morning Joe* as well as the “This is Why You Watch” image campaign.
- **Created** Proof of Performance (POP) spots as needed without oversight.
- **Rapidly drafted** and produced high-priority promos for breaking news stories.
- **Converted live coverage** into immediate-air image spots, managing all editing and production autonomously.

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** multi-platform launch campaigns, seasonal image promos, and a full range of daily topicals (:30, :20, :15, :10, and :05).
- **Produced and edited** the premiere on-air launch campaign and long-form digital spots for the debut of *Harry*.
- **Reduced imagery and video expenditures by 70%** compared to the previous production season.
- **Maintained a 100% on-time delivery record** for daily topical promo sets, allowing stations to consistently schedule and air spots.
- **Commended by executive leadership** for driving creative innovation and making promotional spots significantly more dynamic.
- **Crafted a critically well-received surprise retrospective reel** featured in the final episode's farewell broadcast.

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 and produced** four to five episodic, rough-cut teases for daily in-show content.
- **Aligned promotional messaging with ratings data**, reporting directly to the Executive Producer to optimize viewer retention.
- **Secured full creative control** over all writing and production elements early in each season due to strong performance.
- **Key Achievement:** Earned three Daytime Emmy® Awards as part of the production team for Outstanding Informational Series.

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 promotional campaigns, PSAs, and program packaging for broadcast and cable clients.
- **Maintained a high-value, six-year account relationship** with Lifetime Networks to drive brand awareness and digital traffic for myLifetime.com
- **Hand-selected by network leadership** to spearhead topical promo creation for three original series.
- **Designed a television spot** that drove an influx of user acquisition, accounting for 20% of total website traffic via video game downloads.
- **Earned three Telly Awards** recognizing outstanding achievements in promo and sales tape production.

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 the writing and production** of on-air promotions across the network's full programming slate.
- **Produced strategic sales tapes** designed to successfully market the network brand to advertisers and affiliates.
- **Created targeted promotional assets** for multi-genre content, ranging from live legal news to feature-length movies.
- **Wrote and produced** a highly successful movie launch campaign featuring attorney F. Lee Bailey.
- **Earned one Telly Award** recognizing excellence in network movie promotion.

Producer / Creative Director 1996

- **Wrote and produced the opening sequence** for the live, weeknight legal news program *Primetime Justice*.
- **Partnered with network leadership and creative vendors** to design and deliver a new show graphics package.
- **Received formal company accolades** for instantly elevating the production value of the show's open.

FORMAL EDUCATION

Master of Science, Television / Radio / Film

SYRACUSE UNIVERSITY— Newhouse School of Public Communications - Syracuse, NY

Bachelor of Science, Speech Communication: Broadcasting

MILLERSVILLE UNIVERSITY - Millersville, PA

ACHIEVEMENTS & ORGANIZATIONS

Four 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, Media Central, Runway, Final Cut Pro, Slack, Dropbox, Frame.io, Mimir