

J. SCOTT WILLEY

DIRECTOR OF VIDEO & CREATIVE PRODUCER

Louisville, CO | jscottwilley@gmail.com | Portfolio: swdigital.io | linkedin.com/in/jscottwilley

EXECUTIVE SUMMARY

Dynamic Creative Leader and Executive Video Producer with 15+ years of experience leading multi-disciplinary production teams across enterprise tech, digital media, and high-stakes campaigns. Proven track record in humanizing complex platform technologies, seller/customer stories, and executive communications for global audiences. Experienced in driving cross-functional alignment across Brand, Marketing, Product, and Communications, scaling production pipelines, and delivering broadcast-quality video content that drives brand equity and customer engagement.

CORE COMPETENCIES & EXPERTISE

PRODUCTION LEADERSHIP End-to-End Production, Creative Direction, Executive Content, Multi-Camera Live Streams	STORYTELLING & STRATEGY Customer & Seller Stories, Product Films, Brand Campaigns, Digital Content Strategy
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FEATURED VIDEO PORTFOLIO

20 Years of WordPress DOCU-SERIES Anniversary documentary highlighting global community & open-source impact.	Why Do We Go to Space? PBS Science documentary series produced for PBS Digital Studios network.
Women at Work & HKFP FILM Spotlighting international journalism and creator economy resilience.	Barack in VA Rain & Jay Z CAMPAIGN High-impact national campaign videos generating multi-platform media coverage.

PROFESSIONAL EXPERIENCE

Video Producer & Creative Director | [SWdigital](#) Louisville, CO | Mar 2015 – Present

- Enterprise Visual Narrative:** Spearhead video production initiatives and creative direction, translating complex enterprise concepts and brand strategies into high-impact digital narratives for diverse global clients.
- Client Sourcing & Project Delivery:** Manage full project lifecycles for high-profile clients including the Colorado Department of Higher Education, elevating customer engagement and brand perception.
- Agile Production Pipeline:** Direct end-to-end creative processes—from concept development, scripting, and talent acquisition to remote/on-set filming and post-production asset distribution.

Director of Video | [Automattic](#) Remote | Aug 2023 – Sep 2026

- Organization Leadership:** Built and directed the central internal video organization serving Automattic's entire ecosystem (WordPress.com, WooCommerce, Tumblr, Day One), aligning video strategy with business goals.
- Global Team Sourcing:** Led an international network of producers, videographers, editors, and motion designers to deliver studio-level commercial and documentary content under tight production timelines.

- **Strategic Alignment:** Partnered with C-suite executives and cross-functional leads in Product, Brand, and Marketing to champion visual identity standards across product launch films and brand campaigns.

Creative Producer: Video | [Automattic](#)

Remote | Nov 2021 – Aug 2023

- **Customer & Seller Storytelling:** Produced flagship brand and customer success stories, including global merchant profiles and educational video series designed to empower platform creators and e-commerce sellers.
- **Live Broadcast Operations:** Executive-produced multi-camera live streams for international keynotes and internal summits, managing live tech crews and talent across multiple global time zones.
- **Brand Asset Standardization:** Standardized post-production asset libraries, video templates, and brand style guides to maximize content reusability across social and web marketing channels.

Associate Manager, Digital Video Entrepreneurship | [PBS](#)

Arlington, VA | Jul 2013 – Aug 2014

- **Network Growth Strategy & Executive Production:** Led digital content initiatives for PBS Digital Studios, executive-producing 35+ original digital video series across a network serving over 4M subscribers.

Colorado Deputy Digital Director & Videographer | [Obama for America](#)

Denver, CO | Jul 2012 – Nov 2012

- Directed state digital video operations, producing nearly 30 narrative-driven features for official channels securing national media coverage and maximizing voter mobilization reach.

New Media Video Intern | [The White House](#)

Washington, DC | May 2009 – Aug 2009

- Produced 30 official videos for WhiteHouse.gov and executive YouTube channels, collaborating with senior communications staff to translate complex administration policy priorities.

Virginia Digital Producer & Videographer | [Obama for America](#)

Richmond, VA | May 2008 – Nov 2008

- Produced 50 video features documenting grassroots field operations and voter stories in a fast-paced campaign environment.

EDUCATION & ACADEMIC BACKGROUND

Master of Arts (M.A.) in Communication, Culture & Technology — Georgetown University

Bachelor of Arts (B.A.) in English & Psychology — University of Rochester

High School Diploma — St. Andrew's School

TECHNICAL SKILLS & TOOLS

Software & Design: Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator), Figma, DaVinci Resolve, Final Cut Pro, Frame.io.

Production & Distribution: Multi-Camera Live Broadcast Systems, Field & Studio Lighting, Audio Engineering, YouTube Analytics, Video SEO, Cross-Platform Social Video Distribution.