

JAY TEITZELL

6133 Rodgerton Drive
Los Angeles, CA 90068

(323) 461-4344
jt@youngfastfunny.com

Executive Summary

- **Executive creative and communications professional** with 25+ years experience planning and building, managing and directing creative teams.
- **Big picture / quick study creative problem solver** specializing in ideation, presentation and implementation of resourceful, effective and practical solutions.
- **Proactive, inter-departmental leader** generating comprehensive strategies for branding, marketing, promotion and advertising.
- **Fiscally responsible manager** with experience planning and overseeing budgets and schedules.
- **Multi-disciplined, award-winning protean creative** with high-profile experience in diverse domains:
 - Arguably a pioneer of network television broadcast design and motion graphics; on-air graphics creative director for competing networks simultaneously.
 - Writers Guild Award-nominated film and television writer + former Jay Leno comedy writer with a track record writing and developing properties for motion pictures and television.
 - Screen-credited special effects producer/director/designer on the original blockbuster STAR WARS.

Experience

TRADEMARK MEDIA, LLC – Los Angeles, CA 2002-Present
(Consumer products company utilizing entertainment & media assets)

Consultant – Chief Creative Officer & Marketing Director

Co-authored business and marketing plans for NEWCO. Brought start-up to a pre-capitalization corporate valuation of \$10MM. Responsible for design and execution of all creative assets including: product concepts, product designs, packaging designs and POP displays, collateral materials along with all corporate design standards and schemes. Responsible for authoring and delivery of presentations to corporate board and investors along with enrollment and management of strategic partners. Researched and analyzed market competition. Implemented business and marketing plans and re-positioning strategies. Launched national release schedule. Participated in senior management conferences and corporate strategy sessions. Reported to CEO and CFO.

KODAK VENTURE GROUP – San Jose, CA / Rochester, NY 2002
(Technology spinout business unit of Eastman Kodak Company)

Consultant – Marketing and Creative Director

The Kodak Ventures Group (KVG) identifies and invests in early-stage companies introducing "infoimaging" technologies with high growth potential. As consultant was commissioned to design and present a brand strategy for a new KVG consumer product utilizing lenticular technology where full-motion video clips are stored in a still photograph and viewed by tilting. Working name was Kodak Action Pictures. Project culminated in multimedia presentation to senior management of scores of viable new product names and slogans for rebranding and consumer launch. Other responsibilities included conception, writing, design and production of a video "round table" of participant company CEOs and authored for international web and CD-ROM publication. Reported to the President.

RENAISSANCE GROUP INT'L / RESOURCEFUL PRODUCTS INC. – New York, NY 2001
(Consumer products company)

Consultant – Marketing and Creative Director

Responsible for revitalizing under-achieving consumer brands. Created new profit centers for overlooked properties and products. Developed overhaul of consumer and trade packaging. Created industrial designs and invented new product categories including: "OPENO," new line of kitchen openers and "ZIP-FRESH," line of innovative zip-locking plastic food storage containers to be debuted at the Int'l Housewares Exhibition in Chicago. Reported to CEO.

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INSTORE BROADCASTING NETWORK – Salt Lake City, UT 2000
(Place-based retail video+audio delivery systems)

Consultant – Marketing and Creative Director

Responsible for design and creation of the first prototype in-store checkout video+audio display presence in American retail venues. Roll-out included Kroger Stores, Safeway, Walgreens, ARCO Stations, AM/PM MiniMarts and others. Reported to President, Sales and Marketing.

NBC ENTERPRISES – Los Angeles, CA 2000
(Direct response home-video spinout of the NBC Television Network)

Consultant – Marketing and Creative Director

Responsible for writing, design, production and direction of direct response television advertising promoting various NBC home-video assets. Coordinated needs expressed by license-holders, account directors, fulfillment houses, etc. Reported to SVP.

PAX-TV – Los Angeles, CA
(7th television network, #4-ranked station group)

Consultant – Creative Director

1999

Responsible for design and execution of motion graphics, broadcast design, network identity and branding, on-air promotion graphics, program opens and closes, title sequences, etc. Also responsible for scripts, producing and editing :30/:60 second on-air promotion for current network programming. Reported to SVP, Advertising and Promotion.

Consultant – Brand Architect, Creative Director

1998

Responsible for broadcast design, identity and branding for the launch of Lowell "Bud" Paxson's PAX-TV Television Network, ranked number 4 station group after Viacom, Fox and NBC/Universal. Reported to SVP, Advertising and Promotion.

Prior Experience in Three Creative Domains

[1] FILM AND TELEVISION ADVERTISING AND PROMOTION: CREATIVE DIRECTION, CONCEPT DEVELOPMENT, WRITING AND PRODUCING

Jay is responsible for the concept and writing, and in many cases also creative direction and production of the following television and on-air promotion projects:

The WB Network series, GREETINGS FROM TUCSON and WHAT I LIKE ABOUT YOU; for Lussier Productions: promotion for FRASIER, ROSIE, ACCESS HOLLYWOOD; for ABC: the series launch of ABCKids - the network's Saturday morning animation block; for FOX-TV: the syndication launch of THAT 70'S SHOW and the following series launches: THE WHOOP! GOLDBERG SHOW, THE BEN STILLER SHOW and THE CHEVY CHASE SHOW; NATPE show reels for Walt Disney's Buena Vista Television; also for BVT: the syndication launch of HOME IMPROVEMENT and BOY MEETS WORLD, the series launch of THE STEPHANIE MILLER SHOW, DANNY BONNIDUCCI, LAND'S END, THE CRUSADERS, EMPTY NEST and MIKE & MATY; for Johnson/Murphy Advertising: the series launch of FLIPPER; on-going promotion for Carsey Werner's GRACE UNDER FIRE and THIRD ROCK FROM THE SUN and also spots for The Super Bowl on ABC. Jay was also a staff writer and on-camera performer for Richmel Production's launch campaign of John Malone's tv! cable network.

Jay also writes and produces radio commercials. This work has been recognized and awarded by PROMAX, the Broadcast Promotion Association and The Hollywood Radio and Television Society and includes commercials for STEPHEN KING'S ROSE RED and DINOTOPIA on ABC; for Carsey/Werner: GRACE UNDER FIRE; for The Walt Disney Company: LIVE WITH REGIS AND KATHIE LEE and THE STEPHANIE MILLER SHOW.

In addition, Jay has written theatrical and television trailers and on-air promotion for the following Disney theatrical releases and re-releases: ALADDIN, BEAUTY AND THE BEAST, WHAT ABOUT BOB?, FANTASIA, PINOCCHIO, 101 DALMATIANS, THE JUNGLE BOOK, ROBIN HOOD, THE RESCUERS DOWN UNDER, HONEY I SHRUNK THE KIDS and ROCKY AND BULLWINKLE along with theatrical and television trailers for AS GOOD AS IT GETS, GODZILLA, THE POSTMAN, THE BRAVE LITTLE TOASTER, FATHER OF THE BRIDE and THE COLOR OF NIGHT.

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[2] BROADCAST DESIGN AND MOTION GRAPHICS: CREATIVE DIRECTION, DESIGN AND PRODUCTION

Jay, along with his company, Teitzell Film Incorporated, is arguably a pioneer in the area of broadcast design. For five years Jay produced virtually all on-air promotion graphics for CBS Network; and for two of those years for both rival networks CBS and NBC simultaneously. His work in this area includes NBC's original "BE THERE" promotional campaign and he invented the widely recognized aerodynamic treatment of the Ford Motor Company logo. Jay has received awards from The Broadcast Designers Association (Promax), The International Radio and Television Association, The New York Art Directors, The Advertising Club of New York, and several CLIO's. Jay was responsible for creative direction for the launch of Bud Paxson's PAX-TV network, then spent a year as network broadcast designer and creative director.

In addition, Teitzell Film Inc. has designed and produced film title sequences for motion pictures including HEAVY METAL, FAVORITE SON, ROLLERCOASTER and RETURN OF THE LIVING DEAD.

Jay's training in this area includes: expert level command of Adobe After Effects, Photoshop and Illustrator along with traditional animation techniques using cel animation, Oxberry, motion control and motion picture film.

[3] FILM AND TELEVISION ENTERTAINMENT: CONCEPT DEVELOPMENT, WRITING, PRODUCING AND DIRECTING

Jay was a staff comedy writer for Jay Leno's comedy/variety specials at NBC for which he was nominated for a Writers Guild award for best comedy/variety special.

For Nelvana Communications, Jay developed and wrote the series bible and pilot episode for a Saturday morning children's animated comedy series based upon the cult classic film THE ROCKY HORROR PICTURE SHOW.

Jay developed and wrote the screenplay, THE MASK OF DR. D-V-S, which was the result of a successful pitch made to Tim Burton. The project is an animated comedy/adventure set in an alternate steam-powered Victorian universe and was developed by Kennedy/Marshall for production at Paramount Pictures.

Jay developed and wrote the screenplay, INVADERS FROM BEYOND, a science fiction comedy in which every alien civilization in the universe invades the Earth, all during the same week in 1955. Jay produced and directed the prologue of the screenplay in 35 millimeter as a promotion piece. The project has been optioned and developed by New World Pictures with Jay as director and cast with players from Saturday Night Live.

Jay developed and wrote the screenplay, FIVE CAME CRAWLING, a comedy adventure in which a showgirl and four Las Vegas conventioners become lost inside the Nevada nuclear test site. The project was developed to be directed by Jay with leads including Amy Madigan, Gilbert Gottfried, Robert Klein and Chris Mulkey.

Jay also worked in development at Metafilmics, the company responsible for the motion picture, WHAT DREAMS MAY COME. For Metafilmics, Jay worked in development, co-production and as a writer on THE QUANTUM PROJECT, the first motion picture produced for distribution via the internet (at Sightsound.com) starring Stephen Dorff, Fay Masterson and John Cleese.

Jay has produced and directed short films for which he has received numerous awards. Among these is THE CENTRAL MERIDIAN, a "confusing documentary" about an installation by artist, Michael C. McMillen which earned awards at the following film festivals: Houston International, Kinetic Image, Bucks County, Sinking Creek and the annual festival of the Photographic Society of America. The film also received a CINE Golden Eagle, an award for best short film in all categories at the Uppsala Festival in Sweden, was screened at the Museum of Modern Art as part of the New York Independent Film and Video Exhibition, and was selected as a U.S. entry in the First Biennial International Festival of Films About Art at the Centre Georges Pompidou in Paris.

Jay has also written articles for the monthly Journal of the Writers Guild of America and for Computer Pictures Magazine and a column in the Hollywood Times Newspaper.

COMPUTER SKILLS

Skills include expert level command of Adobe After Effects, Photoshop, Illustrator, PowerPoint, Acrobat PDF authoring, Microsoft Word, audio editing applications, 2D animation, CD-ROM authoring and data backup. Advanced level command of video editing applications and video compression, spreadsheets, FileMaker Pro, font design and manipulation.

Video demo reel, radio demo reel, writing and other work samples are available at www.youngfastfunny.com.

EDUCATION

Three years in the Bachelor of Science Program (Major courses of study: Physics, Chemistry, Mathematics), University of California, Los Angeles; Graduate, Bachelor of Arts (Major courses of study: Film Production and Design), University of California, Los Angeles; Masters of Fine Arts, in progress (Major course of study: Creative Writing), Antioch University, Los Angeles.