

# JADEN URBI

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## CREATIVE PRODUCER

## CONTACT + PORTFOLIO

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jadenurbi.com

## WORK EXPERIENCE

### The B1M - Head of Content

London, England | June 2022-present

### The B1M - Senior Content Producer

London, England | June 2021-May 2022

- Line manage and mentor a team of documentary producers covering the built environment
- Executive produce all videos, giving notes on scripts, article copy, shoots and video cuts
- Oversee the production and publishing schedule for editorial and branded content
- Collaborate with post-production team on short - and long-form content for an audience of 3M+ across YouTube, Twitter, Instagram, Facebook, LinkedIn and TikTok
- Spearhead the company's editorial strategy and foray into new platforms and commissions
- Led production of 23 videos amassing a cumulative 48.3M YouTube views as of Jan. 2023
- [Why Billionaire's Row Is Half Empty](#) • [London's Luxury Building Boom Amid a Housing Crisis](#)

### The Wall Street Journal - Video Journalist

London, England | Sept. 2019-May 2021

- Researched, scripted, narrated shot, edited and animated videos for an audience of 5M+
- Directed and produced film shoots and interviews in the field, studio and remotely
- Generated risk assessments, budgets, licensing requests and consent forms
- Maintained relationships with a network of reporters, editors, executive producers, corporate PR reps, stringers, animators and freelance shooters around the world.
- Advocated for ethical editorial standards in fast-paced, high-pressure daily news environment
- [Who Pays for Health Care? Depends on Where You Live](#) • [Is This The Fuel of the Future?](#)

### CNBC - Associate Producer

New York, NY - April 2018-August 2019

### CNBC - Production Assistant

New York, NY - May 2017-March 2018

- Produced, shot and edited hundreds of videos from pitch through post-production
- Hosted and narrated digital videos featuring original reporting and filming
- Led production on an original investigative series on a US water contamination crisis
- Regularly produced 15-20 minute documentaries that hit 1M+ views on YouTube
- Produced work that was distributed on NBCUniversal's broadcast and streaming platforms
- [A New Drinking Water Crisis Hits U.S. Military Bases](#) • [How the Ivy League Got So Rich](#)

## EDUCATION + AWARDS

### Iowa State University

B.A. Journalism and Mass Comms

- 2017 Greenlee Award for Excellence in Diversity
- 2017 Hearst Feature Writer Nominee
- 2016 Meredith Apprenticeship Participant
- 2015 NLGJA Student Project Participant