

# JUDY MOY

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[judy@judymoy.com](mailto:judy@judymoy.com)

Perfect blend of left brain/right brain; creative, smart, resourceful and responsible Producer/Director and Executive in Charge of Production with over 15 years of professional experience creating and managing award-winning television shows, films and new media/broadband videos. Possesses comprehensive understanding of the new media landscape, new business development skills and video monetization experience.

**Travelzoo** (May 2008 – present)

**Emerging Media Development and Production Consultant**

Reported directly to the CEO/Founder of international media company with offices in 12 countries. Advised client on video monetization opportunities, business development strategies, creation of a corporate style guide and general media guidelines. Also responsible for overseeing TV studio operations, production of video content and worked closely with marketing team on Travelzoo media appearances, promotional tactics and strategy.

**CondeNet, A Division of CondeNast** (June 2006 – March 2008)

**Sr. Producer/Director** – New Media for Epicurious.com and Concierge.com

Directed and produced hundreds of videos for CN's food and travel websites, in addition to other video platforms. Some videos have generated over 350,000 views on YouTube alone.

- Worked closely with editorial on conceiving, researching and developing new project ideas
- Participated in on-going, in-house dialogue on SEO
- Worked with publishers on developing "sellable" projects, those with ROI
- Monitored project's page views to gauge the effectiveness of product and placement
- Offered guidance on the establishment of new media/video division
- Conceived, directed and produced trailers and videos
- Wrote special story features
- Managed staff, talent and crew
- Shot b-roll video footage on Panasonic DVX-100B, A and Sony PD150
- Performed rough edits on Final Cut
- Adapted and tested recipes
- Researched and wrote scripts
- Cast talent for projects
- Created thumbnails and wrote metadata
- Liaised with managing editor on delivery of projects
- Supervised post production

**Brave St. Productions** (Completed June 2006)

**Supervising Producer** – *This Job's A Trip*

Episodic reality series for the Travel Channel, premiered April 2006.

Shot on location across USA. Supervised production of last 5 episodes of series which enabled participants to test drive their dream jobs. Episodes include dog-sledding in Alaska, professional biking with the Lance Armstrong Discovery Team, back country skiing with the ski patrol in Jackson, WY, performing in a circus with Ringling Bros. Circus and cooking professionally in a NYC restaurant.

**MTV Networks** (2005)

**Supervising Producer** – *10 Years Later with Jake Fogelnest*

20-minute scripted pilot show for MTV. Shot on location in NYC and LA.

Featuring Jake Fogelnest, Sarah Silverman, Horatio Sanz, Moby, Janeane Garofalo, and others.

