JENN LEWIS

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EXECUTIVE PRODUCER / CREATIVE DIRECTOR

Creative producer with 14+ years of experience directing television, digital, social, and branded content from concept through delivery. Proven track record of building franchises and scaling the teams that make them happen. A passionate storyteller whose specialty is finding the heart of a story, figuring out how to make people care, and then executing that vision creatively and logistically.

CORE AREAS OF EXPERTISE

Creative Strategy & Direction • End-to-End Content Production • Brand & Franchise Development
Team Building & Leadership • Multi-Platform Content (Audio, Video, Social, Live) • Talent Development & Management
Field Production & Directing • Post-Production & Finishing Oversight • Live & Sports Event Production & Coverage

EXPERIENCE

CREATIVE DIRECTOR Oct. 2025 – Present
JLP Media (Self-Employed)

- Develop cross-platform content strategy and production systems to support business growth by building a custom team, format, and slate of content for each brand.
- Current work includes podcast development for Power Ladies (non-profit); creative direction and marketing content production for Darling Ingredients, Inc. (B2B sustainable natural ingredient company); and brand strategy and content creation for Trembo (tech startup).

HEAD OF CONTENT May 2024 – Aug. 2025
Speed Promotions Racing

- Created multi-platform programming based on a live racing series. Built the content production system and team from scratch for long-form, short-form, and livestream content. Led production and oversaw the edit.
- Grew the YouTube channel to 80,000 subscribers with top videos regularly reaching 300,000+ views. Used performance data and audience feedback to guide content.
- Produced and directed multi-cam livestreams, directing hosts and talent in real time.
- Owned production budgets, all production gear, vendor contracts, freelance hiring, and sponsorship integrations.
- Set brand growth strategy and coordinated marketing campaigns.

CO-EXECUTIVE PRODUCER Feb. 2016 – Apr. 2024
Pilgrim Media Group

- Set creative direction on all shows, including development, production, and the edit. Gave notes on every cut.
- Oversaw end-to-end production on a slate of series, managing schedules, crew, shoot plans, post-production, and resource allocation across multiple productions simultaneously.
- Scaled and led a fluctuating team of up to 150 people, including team leads and supervising producers, across various departments to deliver up to 200 hours of TV annually.
- Played a central role in growing Discovery's *Street Outlaws* from a single 8-hour order into a franchise of 10 series, including *No Prep Kings*, a live event series that ran for 8 seasons. The franchise included about 400 total episodes during its 12-year run.
- Built repeatable production and post workflows and standards so that a large, multi-series operation could hold consistent quality without routing every decision through leadership.
- Managed, developed, and directed cast. Conducted interviews and helped develop characters with a devoted fan base.
- Developed and pitched pilots and new series, including format and production plans.
- Served as main point of contact for cross-functional collaboration, connecting executives, cast, and department heads to keep a high-volume production team on track.

Credits: Street Outlaws Franchise (Discovery Channel), American Chopper: The Last Ride (Discovery Channel), The Boy Band Con (YouTube), The North Korea Crisis (The History Channel), Zombie House Flipping (A&E)

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SUPERVISING PRODUCER Feb. 2014 – Jan. 2016

Pilgrim Media Group

- Oversaw creative direction and scheduling of production teams, including producers and technical crew. Crafted storylines, conducted cast interviews, and directed content capture.
- Created the format and developed characters in the first spin-off, *Street Outlaws: New Orleans*. Defined cast and style, which got the series picked up for a second season.
- Developed and produced creative for *The Hustlers, Season 1*, creating a successful format for a show that featured pool sharks in New York.
- Planned and executed the shooting plan for the Vermont Spartan Race, a 15-mile race shot across mountain terrain.

Credits: Street Outlaws Franchise (Discovery Channel), The Hustlers (TruTV), Vermont Spartan Race (NBC)

STORY PRODUCER Jan. 2013 – Feb. 2013 & Nov. 2013 – Jan. 2014

Glassman Media

- Developed and executed story arcs in post-production, worked closely with editors and producers, and addressed internal and network notes.

Credits: Death Valley (CMT), Dukes of Cattle (NatGeo), Extreme Moms (Lifetime), Mafia Girls (Oxygen)

FIELD PRODUCER Feb. 2013 – Nov. 2013

Pilgrim Media Group

- Directed and scheduled production crew, conducted interviews, and wrote creative rundowns to collaborate with the post-production department.

Credits: Street Outlaws Franchise (Discovery Channel), Orange County Choppers (CMT)

PRODUCER Sept. 2012 – Jan. 2013

National Geographic Television

- Developed and pitched a pilot that was picked up for production. Oversaw pilot from development through delivery.

Credit: Big Bad Wood (NatGeo)

PRODUCER Mar. 2012 – Sept. 2012

Gurney Productions

- Prepared footage and storylines for editors and addressed internal and network notes.

Credit: American Guns (Discovery Channel)

TECHNICAL SKILLS

Adobe Creative Suite (Premiere, Photoshop, Illustrator, After Effects), Avid, Pro Tools, CapCut, Microsoft Office Suite, Frame.io, Figma, Claude, Asana, Trello, YouTube Studio, Meta Business Suite, Hootsuite, OBS

VOLUNTEER

Company of Dance Arts: Alumni Advisory Board Feb. 2025 – Present

The Trevor Project: Volunteer TrevorChat/Text Counselor Jan. 2021 – July 2023

EDUCATION

University of Southern California: B.A. in Cinema-Television Production, Minor in Political Science