

JACOB BRITTEN

DIRECTOR OF MEDIA OPERATIONS & SYSTEMS ARCHITECTURE

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EXECUTIVE SUMMARY

Dual-Master's educated (MBA & M.Tech) media operations leader specializing in programmatic video pipelines, enterprise studio architecture, and digital growth strategy. Proven track record of combining technical systems—including AI-assisted workflows, motion graphics, and commercial drone operations—with business logic to drive revenue and audience retention. Built and scaled content strategies that generated over 100,000 subscriber networks and architected high-volume media supply chains for premium brokerages and direct-to-consumer brands.

CORE COMPETENCIES

- **Systems & Infrastructure:** 4K Multi-Cam Broadcast Architecture, Post-Production Pipelines, AI-Enhanced Asset Workflows.
- **Media Operations:** P&L Management, High-Volume Logistics, Talent & Guest Acquisition.
- **Growth Strategy:** YouTube Analytics, Meta Campaign Strategy, SEO Optimization.
- **Technical Production:** Advanced Motion Graphics, Audio Engineering, FAA Part 107 Commercial Drone Operations.

PROFESSIONAL EXPERIENCE

Good Feels

Head of Podcast Production & Media Strategy

Medway, MA

August 2024 – Present

- **Studio Architecture:** Manage and operate a high-end 4K multi-cam broadcast environment utilizing Blackmagic Cinema Cameras and M4 Apple Silicon for rapid turnaround times.
- **Audience Growth Pipeline:** Architected a data-driven "Shorts-First" distribution strategy that generated over 176,000 views and 2,100 watch hours within 12 months.
- **Executive Operations:** Oversee full-cycle booking and logistics for 50+ episodes, serving as the primary liaison for C-suite guests to ensure a white-glove experience.
- **Commercial Integration:** Seamlessly integrated beverage product placement into content narratives to drive brand awareness and direct-to-consumer traffic.

Genera Studios

Media Pipeline Specialist (Music Campaigns)

Peabody, MA

November 2024 – Present

- **AI-Assisted Scaling:** Systematized the asset production workflow using generative AI tools, producing 4 to 8 unique short-form creative variations per release.
- **Performance Marketing:** Design high-velocity Reels and ad creatives for Meta platforms, strategically combining motion graphics and video assets to maximize click-through rates (CTR) and artist discovery.

Britten Aerial Services

Founder & Director of Operations

Boston, MA

March 2023 – Present

- **Business Leadership:** Bootstrapped a profitable media agency, independently managing all P&L, vendor relations, and client acquisition.
- **Aviation Compliance:** Execute complex flight missions as an FAA Part 107 Licensed Pilot, maintaining strict adherence to airspace regulations.
- **Enterprise Delivery:** Deliver high-end media packages (drone telemetry, floor plans) for premium brokerages like Lamacchia Realty and Coldwell Banker to accelerate listing marketing velocity.

JbrittenDesign

Founder & Principal Digital Strategist

Peabody, MA

September 2016 – Present

- **Audience Scaling:** Partnered with a music artist to engineer a targeted YouTube growth strategy, utilizing SEO and thumbnail optimization to scale the channel past 100,000 subscribers.
- **Digital Architecture:** Designed and deployed responsive, conversion-focused websites and complete visual identity packages for SMBs and startups.

Best View Imaging

Senior Media Operations Specialist

Greater Boston Area

February 2019 – Present

- **High-Volume Logistics:** Managed complex daily field operations and client relations for over 500 site visits with complete autonomy.
- **Spatial Data Integration:** Deployed immersive spatial technologies, including Matterport 3D tours and CubiCasa floor plans, to enhance digital discoverability.

Lamacchia Realty, Inc.

Lead Multimedia Specialist

Waltham, MA

June 2021 – November 2022

- **Workflow Leadership:** Directed department post-production workflows, successfully delivering over 300 video assets for high-value real estate listings.
- **System Scalability:** Engineered a proprietary library of 30+ motion graphic templates, drastically reducing editing turnaround time and ensuring enterprise brand consistency.
- **Team Enablement:** Spearheaded technical training protocols for 15+ marketing staff members on editing best practices and drone operations.

EDUCATION

Master of Business Administration (MBA)

Southern New Hampshire University

July 2023 – July 2024

Master of Technology (M.Tech), Digital/Multimedia Design

Southern New Hampshire University

February 2021 – September 2022

Bachelor of Arts, Graphic Design

Southern New Hampshire University

2016 – June 2020