

# Jon Perry

80 Dekalb Ave. Apt 27C ▪ Brooklyn, NY 11201 ▪ 201.679.3816 ▪ [jonathanperry1@gmail.com](mailto:jonathanperry1@gmail.com) ▪ [perryjokes.com](http://perryjokes.com)

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## Hot Off The Mic (Levity Live/Quibi)

New York, NY

Co-Executive Producer

February 2020 – Present

- Serve as showrunner and creative lead in New York, and oversee creative process from pitch to post on daily stand-up topical show
- Research, select and assign topics daily to comedians across news, pop culture, sports, politics, health and more
- Write topical jokes and segment produce comics to refine and then perform material on trending topical news stories

## How Low Will You Go? (NBC Digital Lab/Snapchat)

New York, NY

Creator, Executive Producer

April 2018 – January 2020

- Created and developed a man on the street game show for Snapchat that has currently run for 31 episodes
- Served as executive producer and showrunner, overseeing all writing and creative throughout entire production process
- Nominated by 2020 Digiday Video Awards for Best Snapchat Show

## I'm Still Right Podcast (HeadGum Network)

New York, NY

Executive Producer

May 2016 – March 2019

- Led show development, production, and promotion that led to podcast reaching #97 on iTunes comedy in first month
- Executed all production including guest preparation, recording, editing and posting of final episode on all platforms
- Nominated by 2017 Podcast Awards for Best Comedy Podcast

## Above Average

New York, NY

Head of Creative Development, Executive Producer

November 2017 – April 2018

- Managed and ran daily writers' room meetings to generate ideas for both internal platforms and external partners
- Developed, sold and produced personal, internal and third party projects for external partners and networks
- Led the development, execution and sale of *How Low Will You Go?* to Snapchat for 31 episodes

## I Want My Phone Back (Big Breakfast)

Los Angeles, CA

Head Writer (Season 2)

July 2017 – August 2017

- Served as creative lead on set, selecting challenges in real-time for dynamic man on the street game show
- Oversaw and led writing process for 10 episodes of I Want My Phone Back for Facebook Watch

Staff Writer (Season 1)

July 2016 – August 2016

- Wrote segments, challenges, titles and interstitials for 10 episodes of I Want My Phone Back on Comcast's Watchable

## CollegeHumor/Electus Digital

New York, NY

Head of Branded Content, Executive Producer

August 2015 – April 2016

- Analyzed content performance and created new creative strategy and approach for branded and original content
- Managed entire branded content offering and team of 5 staff writers and 12 external freelance writers
- Oversaw, led, and managed creative process and development of ideas from pitch to post

Creative Director, Senior Writer - Branded Content

August 2012 – July 2015

- Managed and ran weekly RFP meetings to generate ideas, series and scripts for and external partners and advertisers
- Wrote, co-wrote and produced over 75 videos for keynote advertisers like AT&T, Coca-Cola, FX, American Eagle, Bacardi

## Horizon Media, Inc.

New York, NY

Brand Strategy Supervisor//Senior Brand Strategist – United Airlines, Pizza Hut, NBC Sports

November 2010 – August 2012

- Oversaw and led development of all media plans, strategy and recommendations to align with client's objectives and goals

## Mediaedge:cia

New York, NY

Communications Analyst//Assistant Communications Analyst – Campbell's Soup, Weight Watchers

October 2007 – October 2010

- Prepared and presented communication plans, including objectives, strategy, and rationale for new campaigns

## Education

Lehigh University - College of Arts and Sciences

Bethlehem, PA

Bachelor of Arts: Psychology - Minor: Philosophy

May 2007