Chris Jereza

Senior Video Producer · Creative Director · Editor

1.3M+ followers across platforms · 500M+ views in 2025 · 8+ years in video

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SELECTED EXPERIENCE

The Verge / Video Producer (Social-First)

Oct 2026 – Present

- Lead The Verge's social-first video program, producing, filming, and editing 2–4 videos a day across news, reviews, and launches, with videos regularly drawing hundreds of thousands of views. Drive how flagship shows Version History, The Vergecast, and Decoder translate to short form.
- Film, direct, and edit on the ground at high-profile embargoed launches from Apple, Amazon, Tesla, Google, Ring, and others. Core editor on the iPhone Duo midform review.
- Rebuilt how the newsroom makes social video: trained the team to film, edit, and review with vertical, algorithm-first intuition and made phone-first review the standard, cutting raw footage per short from over an hour to 5–10 minutes.

The Verge / Video Editor, Decoder & Social

Aug 2025 – Oct 2026

- Edited Nilay Patel's full-length *Decoder* interviews with leaders from Uber, Hinge, Zocdoc, and Reuters. Piloted the show's dedicated short-form role and cut embargoed IFA Berlin coverage on same- and next-day deadlines.

Blueprint (Bryan Johnson) / Growth Marketing Producer, previously Video Producer

Apr 2026 – Oct 2026

- Led performance creative for Blueprint's paid social, primarily Meta ads: creative strategy, concepting, scripting, shooting, and editing, using CPA, CTR, hook rate, and retention data in Motion to drive every iteration.
- Ran a high-volume creative testing pipeline across hooks, angles, and formats. Ads graduated after $12K+ in test spend each, hitting up to 3.4% CTR and 45% thumbstop, and winning scripts became templates reshot across creators and products.
- Featured on camera across many of the brand's top-performing ads, still running at scale. Wrote health and supplement scripts that cleared clinical and legal review without losing hook strength.
- Piloted the brand's expansion into long-form YouTube ads in a sit-down podcast format and set the style reference. Managed briefs, assets, and launches in Monday and Air.

Independent Creator & Commercial Director / Founder, Director, Producer & Host

2018 – Present

- Built a deadpan comedy brand to 1.3M+ followers (850K YouTube, 283K Instagram, 260K TikTok), hitting 800K on YouTube in about eight months with no paid promotion or collaborations. Draws 40–50M views monthly, with 250M+ on one video.
- Originated the deadpan self-defense parody with a surprise weapon reveal. Five years on, creators still post versions daily, with hundreds of remakes and entire channels dedicated to compilations.
- Wrote, produced, performed, and edited *Rappers Teach*, explaining engineering through rap impressions (983K and 767K views). Licensed to Keeper Security and Sola Security for paid campaigns; guest lectured in Lupe Fiasco's MIT course.
- Directed, shot, and edited branded work for American Crew, Bose, Cruise, Cocokind, Skillshare, KAYAK, and FlexiSpot, plus a national spot, taxi-top ads, and gala films for Volunteers of America.
- Built a separate software engineering channel to 45K subscribers in about six months. Employers shared its videos with candidates, and Career Karma named it a Top 50 Coding YouTube Channel.

BuzzFeed / Lead Video Producer

Jan 2021 – Mar 2024

- Originated *Plate to Date*, *Language Test*, and speed-dating and food-swap series for BuzzFeedVideo, including "Asian Dad Speed Dates 5 Guys For His Daughter." BuzzFeed still produces these formats, and major YouTube channels built series around their premises, thumbnail designs, and scripted host intros.
- Cast, hosted, and edited flagship episodes. Directed camera, lighting, and art crews at Complex Networks' studio. Shot BuzzFeed Celeb's *Puppy Interview* and *This or That* with Florence Pugh, Emily Ratajkowski, Karol G, Big Time Rush, and cast members from RuPaul's Drag Race.
- Grew A*Pop, BuzzFeed's Asian American culture channel, from under 1K to 150K subscribers and 16M+ views by developing its series, casting talent, and designing thumbnails.

TARE / Founder & Creative Director

Jan 2025 – Aug 2026

- Founded a coffee studio and grew it to 10K followers in three weeks. Produced 17+ events for MALIN+GOETZ, private events for Zenith, and repeat tastings for Hudson River Trading. Sold out ticketed tastings; one video drove 500+ waitlist signups.

PRODUCTION, GROWTH AND TECHNICAL BACKGROUND

Production & post Solo and multicamera shoots, live streaming, lighting, location sound, color grading, graphics, and mixing. Sony FX3, Canon Cinema EOS, Premiere Pro, After Effects, Photoshop, Frame.io, and Pro Tools.

Growth Meta ads creative strategy, creative testing and iteration, hook and retention analysis, UGC-style production, and on-camera talent. Motion, Air, and Monday.

Engineering Lead software engineer at Sight Intelligence (glaucoma algorithms) and DexCare. Built clinical research software at Mount Sinai. Earlier roles at Lyft, Meta, Amazon, and Bloomberg. Studied computer science at UC Berkeley.