

ED BETZ

Strategic Communications • Executive Storytelling • Creative Leadership
Creating visual stories that build trust, inspire action, and advance meaningful missions.

PROFESSIONAL PROFILE

Strategic communications and visual storytelling leader with more than 30 years of experience helping organizations connect with audiences through compelling multimedia storytelling. Throughout a career spanning journalism, public safety, municipal government, and broadcast television, I have built a reputation for translating complex initiatives into clear, engaging communications that inform communities, strengthen public trust, and inspire action.

As Video Production Manager for the Town of Brookhaven, I lead the Town's television production, multimedia communications, social media strategy, and digital storytelling initiatives, partnering with leadership across every department to communicate projects, services, and community priorities. Previously, I served as Public Relations Specialist for the Suffolk County Police Department, where I developed strategic multimedia communications that enhanced community engagement and strengthened the Department's relationship with the public.

Earlier in my career, I spent more than two decades with Newsday and The Associated Press, producing thousands of published photographs and videos for regional and national audiences. That foundation in journalism continues to shape my approach to storytelling—one built on authenticity, accuracy, creativity, and a deep respect for the audience.

Known for combining strategic communication, creative leadership, operational excellence, and mission-driven storytelling to help organizations communicate with clarity, credibility, and purpose.

PROFESSIONAL EXPERIENCE

TOWN OF BROOKHAVEN

Video Production Manager / Audio Visual Production Specialist

Lead the Town of Brookhaven's television production, multimedia communications, and digital storytelling efforts, overseeing broadcast production, studio operations, creative strategy, and multimedia initiatives supporting every Town department. Designed, planned, and built the Town's professional television production studio, including a broadcast-quality video wall, lighting grid, audio systems, and integrated production workflows that significantly expanded the Town's communications capabilities. Produce approximately two short-form videos each day and two 20-minute multi-camera studio productions each month while directing content distributed through municipal television, the Town website, Facebook, Instagram, YouTube, LinkedIn, and X. Through strategic storytelling and audience-focused digital communications, increased social media audiences and engagement by more than 50 percent.

Manage production schedules, mentor employees and interns, collaborate with department leadership, and oversee multiple concurrent projects while developing executive messaging, motion graphics, educational programming, community outreach campaigns, and public information initiatives that help residents better understand the services, projects, and priorities shaping their community.

SUFFOLK COUNTY POLICE DEPARTMENT

Public Relations Specialist

Served as a multimedia communications professional within the Department's Public Relations Office, producing videos, photography, executive messaging, and digital communications that strengthened community engagement and enhanced the Department's public image. Partnered closely with executive leadership to communicate sensitive public safety initiatives with professionalism, sound judgment, and discretion while helping build trust between the Department and the communities it serves.

NEWSDAY

Multimedia Specialist

Produced and edited thousands of published photographs and videos for one of the nation's largest daily newspapers, collaborating with reporters, editors, and designers to tell compelling stories under demanding daily deadlines. Covered breaking news, feature stories, sports, enterprise reporting, and community events while maintaining exceptional editorial standards and visual quality.

THE ASSOCIATED PRESS

Contract Photojournalist

Produced national visual journalism distributed to newspapers and media organizations throughout the United States, documenting breaking news and significant events while maintaining the highest standards of editorial integrity, speed, and accuracy. Developed a reputation for producing compelling visual stories that informed audiences across the country.

CAREER HIGHLIGHTS

More than 30 years of experience leading strategic communications, executive storytelling, broadcast production, and multimedia journalism. Produced thousands of published photographs and videos for regional and national audiences while building high-performing creative operations, designing and implementing the Town of Brookhaven Television Production Studio, growing digital audiences by more than 50 percent, mentoring creative professionals, leading cross-functional communications initiatives, and developing multimedia campaigns that strengthen public trust, engage communities, and advance organizational missions.

CORE LEADERSHIP COMPETENCIES

Executive communications and strategic storytelling
Organizational planning and workflow management
Exceptional written, verbal, and visual communication
Project management with the ability to prioritize multiple concurrent initiatives
Strong attention to detail, organization, and effective time management
Data-driven audience analysis and performance reporting
Relationship building with executive leadership and community stakeholders
Exceptional judgment, discretion, and confidentiality
Highly organized, resourceful, and self-directed professional
Advanced Microsoft Office (including Excel), Microsoft 365, Adobe Creative Cloud, Final Cut Pro, social media platforms, digital publishing systems, and broadcast production technologies

EDUCATION

State University of New York at Stony Brook

Bachelor of Arts, Political Science

Summa Cum Laude

GPA: 3.98

PROFESSIONAL PHILOSOPHY

I believe the most effective communications do more than inform—they create understanding, build trust, and inspire action. Throughout my career, I have combined journalism, creative leadership, and strategic communications to help organizations tell authentic stories that connect people with meaningful missions. Whether producing national news coverage, strengthening relationships between public institutions and their communities, or creating campaigns that support charitable initiatives, my focus has remained the same: using visual storytelling to make complex ideas accessible, strengthen organizations, and improve the communities they serve.