

# ED BETZ

## Strategic Communications Leader • Executive Storyteller

*Creating visual stories that build trust, inspire action, and advance meaningful missions.*

www.EdBetz.info • (631) 278-4140

## PROFESSIONAL PROFILE

Strategic communications leader and executive storyteller with more than thirty years of experience helping organizations connect with audiences through compelling visual 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.

My career has been defined by helping organizations earn trust, communicate with authenticity, and build lasting relationships with the people they serve. Whether partnering with elected officials, public safety leaders, nonprofit organizations, or news organizations, I believe the most meaningful communications are those that foster understanding, create genuine human connection, and inspire people to act.

I believe the most effective communications do more than inform—they create understanding, build trust, and inspire meaningful action. Throughout my career, I have combined the principles of journalism with creative leadership and strategic communications to help organizations tell authentic stories that connect people with missions that matter. Whether producing national news coverage, strengthening relationships between public institutions and the communities they serve, or creating mission-driven campaigns that inspire generosity, strengthen communities, and support organizations dedicated to improving people's lives, my focus has remained the same: using visual storytelling to simplify complex ideas, strengthen organizations, and inspire people to care.

Today, I continue to bring that same commitment to every project I lead—combining strategy, creativity, and authentic storytelling to help organizations communicate with clarity, inspire engagement, and advance missions that make a meaningful difference.

## PROFESSIONAL EXPERIENCE

### TOWN OF BROOKHAVEN

#### *Video Production Manager / Audio Visual Production Specialist*

October 2021 – Present

Lead the Town of Brookhaven's television production, multimedia communications, and digital storytelling operation, directing broadcast production, studio operations, creative strategy, and multimedia initiatives supporting every Town department. Conceived, designed, 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 twenty-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 communications, increased social media audience and engagement by more than fifty percent.

Serve as the Town's lead visual storyteller, translating complex municipal initiatives into compelling multimedia content that helps more than half a million residents better understand the services, projects, and priorities shaping their community. Lead production schedules, mentor employees and interns, collaborate with executive leadership and department heads, and oversee multiple concurrent projects while producing executive messaging, motion graphics, educational programming, promotional campaigns, and public information initiatives.

## **SUFFOLK COUNTY POLICE DEPARTMENT**

### ***Public Relations Specialist***

April 2017 – October 2021

Produced strategic multimedia communications, executive messaging, photography, and video content 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 law enforcement and the communities it serves. Developed multimedia campaigns that informed the public, supported community outreach initiatives, and reinforced transparency through authentic visual storytelling.

## **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 deadlines. Covered breaking news, enterprise reporting, feature stories, sports, and community events while maintaining exceptional editorial standards, visual quality, and journalistic integrity.

## **THE ASSOCIATED PRESS**

### ***Contract Photojournalist***

Produced 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. Earned a reputation for creating compelling imagery that informed audiences and documented history with authenticity and impact.

## **CAREER IMPACT**

Decades 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 fifty 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**

- Strategic Communications
- Executive Storytelling
- Visual Storytelling
- Executive Communications
- Cross-Functional Leadership
- Broadcast & Video Production Leadership
- Creative Strategy
- Organizational Planning
- Workflow Management
- Project & Production Management
- Team Leadership & Mentorship
- Audience Growth & Engagement Strategy
- Data Analysis & Performance Reporting
- Community & Stakeholder Engagement
- Sound Judgment, Discretion & Confidentiality
- Adobe Creative Cloud
- Motion Graphics
- Social Media Strategy & Digital Publishing
- Broadcast Television Production
- Studio Design & Production Systems

## **EDUCATION**

### ***State University of New York at Stony Brook***

Bachelor of Arts, Political Science

**Summa Cum Laude**

GPA: 3.98