

Jay Bramble

Content & Creative Executive

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Excellence is the baseline.

Content and creative executive with 20 years of broadcast television leadership and seven years building Goodwin Procter's global content and studio function from the ground up. Leads a \$1.6M annual program delivering 330+ projects a year across 16+ offices, and works closely with the firm's CMO, COO, Chair and Managing Partner on how its biggest messages reach its people and clients.

SCOPE & IMPACT

- Built and scaled an in-house content operation that delivers 330+ projects a year across 16+ offices, with more than 95% produced internally.
- Grew annual output nearly 50% while transforming the function from production support into a strategic content operation serving brand, leadership and client work.
- Directed more than \$1M in studio investment across the US and UK and manages roughly \$400K a year in enterprise video platform contracts.
- Launched the firm's internal video platform, now past 85,000 views and 7,100 hours watched, and is leading AI adoption across the firm's creative and production workflows.

EXPERIENCE

Managing Director, Multimedia Marketing

Oct 2024 - Present

Goodwin Procter LLP · Am Law 100 · Boston, MA

- Leads the firm's global content and studio function, reporting to the CMO and partnering with firm leadership on executive communications, brand storytelling and enterprise initiatives.
- Sets the creative and quality standards for all multimedia at the firm and holds full authority over creative direction, formats, intake, hiring and vendors, including firm policy for how work is requested and shared and how video platforms are used.
- Designs the formats that carry leadership's message to the firm, from a video series that made firm strategy clear to every employee to an interview series that introduced the new Chair; leads firmwide town halls and the firm's monthly news video.
- Leading the move from an unsearchable network drive to a cloud asset system with AI search and facial recognition.
- Led design and technology for the firm's studio network across the US and UK.
- Leads market-facing brand, recruiting and pitch content, including a pitch film a global pharmaceutical client cited as a key reason it chose Goodwin.
- Leads the firm's AV partners on studio builds, event technology and town halls, partnering with IT on platforms and media infrastructure.
- Bringing AI into production: evaluating AI video platforms, building AI-assisted production workflows, and training the team through a vendor-led AI program.

Director, Multimedia Marketing

Oct 2022 - Oct 2024

Goodwin Procter LLP · Boston, MA

- Shifted the function from execution to advisory, embedding video into marketing and business development campaigns.
- Launched the firm's internal video-on-demand and live-streaming platform, which has since logged more than 85,000 views and 7,100 hours of viewing across 649 videos.
- Added social video and podcast production, and led the firm's evaluation of AI-powered content platforms.

Senior Manager / Manager, Multimedia

Jul 2019 - Oct 2022

Goodwin Procter LLP · Boston, MA

- Built the firm's multimedia function from the ground up: infrastructure, workflows, production standards and vendor relationships.
- Produced the firm's virtual and hybrid events and leadership communications through the shift to remote work.

Director of Operations

Oct 2017 - Jul 2019

NBC Sports Boston · NBC Sports Network · Burlington, MA

- Strategic partner to NBC Sports Network corporate, overseeing multiple production teams delivering 8+ hours of daily live programming.
- Led operational planning, staffing, budgeting and technology implementation across network operations.

Director of Multimedia · Supervising Producer

2011 - 2017

NBC Sports Boston · Burlington, MA

- Led original content, social strategy and multimedia production across broadcast, digital and social platforms.
- Oversaw visual execution and production operations for flagship television simulcasts and original programming.

Executive Sports Producer · Video Editor

1999 - 2011

FOX 25 Boston (WFXT) · Boston, MA

- Rose from video editor to executive producer in a fast-paced live newsroom, leading storytelling, production operations and editorial execution.

CORE EXPERTISE

Content Operations · Studio & Platform Strategy · Team & Function Building · Executive Communications · Brand Storytelling · AI & Creative Transformation · Live & Hybrid Events · Executive Presence & On-Camera Hosting

AWARDS & AFFILIATIONS

- Two-time Regional Emmy Award, New England Chapter
- Associated Press Award, Excellence in Storytelling
- Sword of Hope Award, Excellence in Television News
- Global Operations Excellence Award, Goodwin Procter, 2021
- Inclusive Excellence Award, Goodwin Procter
- Founder and Chair Emeritus, BOLD at Goodwin, the firm's first firmwide initiative focused on the advancement of Black professionals
- Advisory Board Member, BizDevGals

EDUCATION

Fitchburg State University · BA, Communications