YOSEF ALEXANDER

Emmy-Nominated Creative Production Leader | Events & Digital Video

Brooklyn, NY 11217 | (202) 531-6537 | ydalexander@gmail.com | linkedin.com/in/ydalexander | lovethehype.com

SUMMARY

Emmy-nominated production leader with 12+ years directing multi-camera studio and field productions, executive interview series, and social video for global brands. Co-leads executive communications production at American Express: 200+ events and productions a year, $5M+ in annual production volume, $250K largest single production budget, across global markets. Manages 10 freelance production vendors and works with production crews worldwide. Executive interview series drove LinkedIn video views up 40%; social series runs about 2x the Amex social benchmark.

PROFESSIONAL EXPERIENCE

American Express New York, NY Dec 2021 - Present

Global Manager, Events & Digital Production, Co-Lead, Executive Communications Production

- Co-lead executive communications production, owning a distinct scope of work across global markets: 200+ events and productions a year, $5M+ in annual production volume, $250K largest single production budget. Manage 10 freelance production vendors and work with production crews worldwide who coordinate vendors on the ground.
- Set creative direction and deliver multi-camera studio and field productions end to end with broadcast-caliber polish; partner with senior leadership and cross-functional teams on creative vision, messaging, and brand standards.
- Produce and direct "In Partnership With," the Amex executive interview series hosted by Chief Partner Officer Glenda McNeal: 8 episodes since June 2026, featuring CEOs of strategic partners including Microsoft (Satya Nadella) and Delta (Ed Bastian), plus Marriott, Hilton, Lowe's, Formula 1, the WNBA Commissioner, and the New York Liberty CEO. Multi-camera on-location shoots, including the Crown Club at Barclays Center in Brooklyn, distributed across YouTube, the American Express newsroom, and LinkedIn, driving LinkedIn video views up 40%.
- Produce "Ira the Archivist," Amex's breakout social series starring company archivist Ira Galtman, 20 episodes since 2023, routinely about 2x Amex's social benchmark with strongest reach on LinkedIn and TikTok; one Instagram episode drew 2.6K likes / 61 comments.
- Produce video and social content for Resy, the restaurant platform acquired by American Express in 2019, including "The Resy Questionnaire," a chef-interview series on blog.resy.com and @resy on Instagram (180K followers). Produced the series intro and post-production for the Buddha Lo episode, the two-time Top Chef winner and executive chef/co-owner of Michelin-starred Huso in Tribeca (posted September 2026; 1,693 likes / 23 comments).
- Lead post-production in Adobe Premiere Pro and After Effects, integrating AI-assisted creative workflows (Premiere AI features, Runway ML, Descript, Higgsfield) to accelerate editing and creative exploration; manage agency and freelance partners against creative standards, timelines, and budgets.

Love Hype Productions Brooklyn, NY 2012 - Present

Founder / CEO & Executive Producer

- Found and lead LOVE THE HYPE, LLC (lovethehype.com), a full-service Brooklyn production studio creating live recordings, interviews, and documentaries, running crews of 5-15 and production budgets of $25K and up for nonprofit and mission-driven clients.
- Produced 24 documentaries for nonprofit hospital clients NewYork-Presbyterian and Brooklyn Methodist, highlighting departments for resident recruitment and marketing.
- Motion-graphics intro for "The ROI" web series (2019), sponsored by Verizon and Alley NYC; behind-the-scenes video for the Liberty Fairs fashion trade show (2018); videographer on a Black Bride bridal/fashion editorial with Rouge NY Makeup Salon.
- Produced video for MADE in NYC, a nonprofit Pratt Center for Community Development initiative supporting 1,900 NYC makers and manufacturers, including "Made in the Garment District" and "MADE in NYC: LULAH," plus small-business highlight videos across the boroughs for their Instagram and website.

BRIC Arts Media Brooklyn, NY Sep 2016 - Present

Video Producer & Media Instructor

- 2022 NY Emmy nominee (Business/Consumer-Short Form Content) as producer, videographer, and editor of "The BYKlyn Yard: A Small Business Pandemic Pivot," documenting a Brooklyn cycling studio's pandemic pivot, produced with BRIC Arts Media.
- Design and teach media-production curriculum for 250 adult learners (18+) a year; facilitate hands-on production workshops and mentor students through capstone video projects.
- Courses taught: Introduction to Video Production, TV Studio Production, Podcast Production & Audio Editing, Adobe Premiere Editing, Motion Graphics with After Effects.

New York City Department of Education New York, NY 2012 - 2016

Career & Technical Education Teacher, Media Production

- Instructed 250 students a year in studio production, lighting, editing, and storytelling techniques; oversaw student productions from concept through final delivery.
- Developed and implemented high-school media-production curriculum to enhance engagement and practical skills.

SKILLS

Core: Creative direction, Content strategy, Production management, Multi-camera live production & switching, Studio & field directing, Multi-platform distribution, Documentary & branded storytelling, Executive interview production, Executive stakeholder management, Agency & vendor management, Social & digital video production, AI-assisted creative workflows, Post-production leadership, Field audio capture, Lighting design, Storyboarding, Run-of-show development, Curriculum design & mentoring

Tools: Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Runway ML, Descript, Higgsfield

EDUCATION

Long Island University (LIU), Brooklyn, NY, May 2016, Master's Degree in Media Management

Howard University, Washington, DC, May 2011, Bachelor's Degree in Radio/TV/Film