

Jeff Frank Petriello [he/him]

thebeff.com / @thebeff
Brooklyn, NY
973.919.3301
thebeff@gmail.com



Work

Sam Barlow's Half Mermaid Productions

Brooklyn, NY - Feb 2020 to Present
Producer, First Employee

responsible for scheduling and planning video games with internal and external teams, helping to develop new projects and build relationships with publishers and platforms, and overseeing external casting, production, QA and other processes.

Honors: Most Anticipated Game - Future Games Showcase (Official E3 Award), Best of E3 (PC Gamer)

NYU Game Center, New York University

Brooklyn, NY - Sept 2019 to Present
Adjunct Faculty

teaching Game Design with a focus on systems thinking, iterative design process, playtesting, design collaboration, and critical design analysis.

Half Centaur

NY, NY - Aug 2016 to Jan 2019
Founder, Consultant, Producer

production, design, strategy & consulting reaching millions of consumers across all major social platforms. select clients: NBA, SoulCycle, Bleacher Report, Rodale, Fandango, Mic, Adobe, Cheddar, Eurosports, Mashable.

Mashable

NY, NY - Nov 2013 to Aug 2016
Director of Creative Development, Producer / Creative

hired and managed the Collective, a team of 22 artists and producers creating cross-platform digital and experiential content. reported directly into CMO. developed award-winning strategies, growth, and 7-figure revenue models for Snapchat, Instagram, Vine, et al. worked with sales to pitch and execute cross-platform branded content with Fortune 100 clients across diverse industries. created interactive activations for thousands at events like SXSW & CES.

Honors: Best Overall Social Presence (Webbys), Best Branded Partnerships (AdAge), Best Brand on Vine, Instagram - Silver (Shortys), Best Animation Nominee (Webbys), Best Individual Editorial Experience Honoree (Webbys), Vine Creativity Nominee (Streamys), Outstanding Digital Journalism Article Nominee (GLAAD), Animation - Runner Up (SABRE)

NowThis

NY, NY - Feb 2012 to Nov 2013
Producer, First Employee

developed and implemented initial market research and strategy for the social video news startup. assisted Ken Lerer on executive hiring. produced video and developed strategies for emerging platforms including Instagram, Vine, and Snapchat. managed distribution partnerships with Hulu, Roku, AOL, MSN & influencers.

Scott Rudin Productions

NY, NY - Nov 2011 to Present
Executive Assistant, Personal Shopper

managed a team of four assistants charged to liaison between Scott Rudin and executives, writers, directors, and actors at the forefront of major motion picture, theater, & TV programming. presently assist in the purchasing of expensive handbags.

School

New York University, Tisch School of the Arts

Brooklyn, NY - May 2019
MFA in Game Design, Teaching Assistant
GPA: 4.0
Assisted Eric Zimmerman's Game Design 1 course, Intermediate Programming for Games, & Writing Help Desk. Graduate Student Organization

Fullstack Academy - Web Development Bootcamp

NY, NY - June 2016 to April 2017
Teaching Fellow, Student

Columbia University, Columbia College

NY, NY - May 2009
B.A. in Philosophy, concentration in English Literature
G.P.A.: 3.71 Dean's List (every semester)

Community

Out in Tech U

NY, NY - Sept 202- to Present
Out in Tech U Leadership Committee
creating meaningful programming for LGBTQ+ youth aged 17-24 with an interest in tech

The LGBT Community Center

NY, NY - 2014 to 2016
Volunteer, Marketing
consulted on marketing for 2014's renovation.
produced videos for their annual Gala