

JASON GUZMAN

MEDIA STRATEGIST
CREATIVE OPERATIONS
AI SaaS FOUNDER
EDUCATOR

Summary

Award-winning media producer, digital strategist, creative operations leader and AI SaaS founder, with 10+ years collaborating across teams to deliver end-to-end content. Manage projects from intake to delivery, lead shoots and post, and run a full-service studio producing 100+ assets per quarter across 6-10 stakeholder groups for Fortune 500 brands, legacy nonprofits, and city and state agencies, including work with nationally recognized public figures. Integrates AI into production workflows to optimize productivity and support ethical content generation with human-led editorial oversight.

Education

M.S., Education | Touro College
B.A., Psychology | SUNY Stony Brook

Tools

Premiere Pro, Audition, DaVinci Resolve, After Effects, Photoshop, Illustrator, Lightroom, Media Encoder, Final Cut Pro, Frame.io, Celtx

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🌐 flywheelfilm.com
[Kutr.ai](https://kutr.ai)

📺 [/flywheelfilm](https://www.youtube.com/channel/UC...)

📷 [/flywheelfilm](https://www.instagram.com/flywheelfilm)

Experience

Senior Media Producer | Columbia University | Dec 2014- Present

- Lead creative operations for 50-70 projects per year, overseeing intake, scope, budgets, schedules, and stakeholder approvals across 8-15 cross-functional partners
- Manage on-location production for 40-50 shoot days per year, handling logistics, releases, equipment, and day-of execution for interviews, events, and coverage needs
- Edit and deliver 200-300 platform-ready assets per year (video, photo, graphics) for websites, social platforms, and internal communications, meeting tight deadlines and review cycles
- Operate a full-service studio and content workflow, maintaining equipment readiness and organizing 20-30 TB of project assets for reuse and retrieval

Founding Director | Flywheel Film | Jun 2017 to Present

- Lead an integrated media production and creative agency, setting strategy, client communications, and delivery across 8-15 active accounts per year
- Direct and produce projects from creative development through delivery, managing budgets of \$100K-\$250K and schedules across 20-30 shoot days per year
- Produce original video, photo, and graphic deliverables across campaigns, delivering 50-80 assets per campaign and facilitating review cycles with 8-12 stakeholders

Adjunct Professor | Montclair University | Jan 2024 to Present

- Teach a three-credit Media Production for Communications course to 30+ students per semester, with average student evaluation ratings of 4.5/5
- Develop curriculum and run hands-on production assignments spanning pre-production, on-location shoots, AI workflow integration and creative post, with clear rubrics and feedback cycles

Chief Innovation Officer | Kutr.ai | May 2024 to Present

- Authored a proprietary framework for integrating generative AI into traditional media post production process for NLEs
- Lead end-to-end product lifecycle, coordinating between developers, UX/UI researchers and marketers to drive user adoption, while ensuring rigorous ethical and professional standards

ARTICLES AND PUBLICATIONS

Evaluation of a Flipped Classroom Approach to Learning Introductory Epidemiology, BMC Medical Education, BioMed Central, 2018

Faculty Spotlight: Professor Caroline Marvin on Teaching with Do-It-Yourself Video. Columbia CTL, Jan. 2018

Using a Flipped Classroom Approach and Just-in-Time Teaching to Engage Students. Faculty Focus Higher Ed, Oct. 2017

CONFERENCE PRESENTATIONS

SXSW EDU 2026, "Rebuilding Media Literacy: From Books to Tech," Austin, TX, March 2026.

Redesign of a Pediatric Clinical Course Using Case-Based Pedagogy, Simulation-Based Learning; American Occupational Therapy Association Education Summit, Orlando, FL, November 2022

Building a DIY Recording Studio and Supporting Media Creation with Universal Design for Learning and the Community of Inquiry. Online Learning Consortium Conference, Chicago, June 2020

Game-Based Learning in a Public Health Course. Emerging Learning Design Conference. Montclair State University, May 2019

Using Canvas to Support the Community of Inquiry ("CaHS" NE) Tufts University Educational Technology Services, April 2018

Using the Community of Inquiry to Design Blended Environments with Canvas. InstuctureCon, Keystone, Colorado, November 2017

Integrating Learning Domains: Productive Persistence and Academic Rigor. CUE Conference, NYC, May 2014

Reading, Writing and Thinking Like a Scientist. National Conference on Effective Transitions in Adult Education, Warwick, RI, November, 2014

AWARDS, MEMBERSHIPS & RESIDENCIES

Telly Award, 2025: Regional TV - General Public Service PSA for "Take a Pause" NYS Regional Super Bowl Commercial with OASAS.

Anthem Award, 2024: Community Engagement categories for media in collaboration with the NYC Department of Youth and Community Development (DYCD).

Executive Member & Anthem Award Judge
International Academy of Digital Arts and Sciences (IADAS)

Kino Guarimba Residency, 2024: Renowned residency program focused on film production, networking, and community engagement

Rudy's Hobby Shop: Official Selection, Queens World Film Festival, Museum of the Moving Image, 2018

Dutch Reach PSA: Official Selection, International Film Festival Manhattan & ARTS x SDGs Festival, 2022

SELECTED MEDIA



Inside The Situation Room
with Secretary Hilary Clinton



Columbia University Course



Center for an Urban Future



The Moth 25th Anniversary



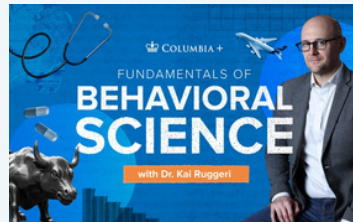
Eli Lilly Patient Stories



NYBC Bike Safety PSA



NYC DYCD Media Campaign



Public Health Course



Rudy's Hobby Shop



American Association
of University Women



Undock Tech Startup Promo



A&E Documentary Series