



JASON NAPPI

MEDIA COMMUNICATIONS & AUDIENCE ENGAGEMENT PROFESSIONAL

CAREER HIGHLIGHTS

- 24+ years of broadcast, digital, and public-facing media experience
- 6M+ average monthly multi-platform digital reach
- Proven audience growth and engagement strategist
- Extensive live crisis communication and public messaging experience
- Trusted communicator with strong community engagement background

KEY QUALIFICATIONS

- Client Relationship Development
- Media Sales Support
- Digital Audience Growth
- Public Speaking & Presentations
- Strategic Communication
- Community Partnerships
- Social Media Strategy
- Cross-Platform Campaign Promotion
- Brand Visibility & Engagement
- Multi-Platform Content Strategy
- Broadcast & Digital Media Expertise

PROFESSIONAL SUMMARY

Experienced broadcast and digital media professional with more than two decades of experience building audience trust, leading high-pressure public communication, and developing high-engagement digital content strategies. Proven background in live broadcasting, crisis communication, audience growth, and multi-platform media engagement across television, streaming, and social platforms. Skilled in translating complex information into relatable messaging while strengthening community engagement and digital reach.

PROFESSIONAL EXPERIENCE

JASON NAPPI WEATHER – DIGITAL MEDIA CONSULTANT & FOUNDER

December 2024 – Present

- Collaborated with local businesses, media partners, and community organizations to strengthen brand visibility, audience engagement, and public communication initiatives.
- Built and expanded a regional digital media brand serving New England audiences across Facebook, Instagram, TikTok, YouTube, and web platforms.
- Grew regional Facebook audience to more than 73,000 followers through strategic audience engagement, relatable storytelling, and high-retention digital content.
- Developed highly engaged multi-platform audiences generating millions of monthly impressions and enhanced advertiser visibility opportunities.
- Created trusted public-facing communication content translating complex information into clear, relatable, and accessible messaging for broad audiences.
- Produced multimedia content focused on audience retention, regional storytelling, and high-engagement digital communication strategies.

CONTACT



Available Nationwide



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jasonnappi.com



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WCSH-TV/WLBZ-TV – MULTIMEDIA METEOROLOGIST

Portland & Bangor, ME

May 2022 – July 2024

- Developed audience-first digital communication strategies generating more than 10 million audience impressions across broadcast, streaming, social, and digital platforms.
- Produced high-performing digital explainer content generating more than 650,000 views through engaging and accessible storytelling.
- Created high-engagement multimedia coverage during Hurricane Lee that achieved global YouTube trending visibility and expanded audience reach.
- Delivered critical public communication and preparedness messaging to broad audiences, businesses, and local communities during high-impact weather events.
- Strengthened viewer engagement, audience loyalty, and public trust through clear, relatable, and accessible communication across multiple media platforms.

KADN-TV/KLAF-TV – CHIEF METEOROLOGIST

Lafayette, LA

April 2019 - April 2022

- Led real-time public communication strategies across broadcast, digital, streaming, and social platforms during hurricanes, tornado outbreaks, flash floods, and other major breaking news events.
- Directed high-pressure live coverage and multi-platform messaging during rapidly evolving emergency situations impacting large regional audiences.
- Coordinated cross-platform communication efforts during major Gulf Coast storm events including Hurricanes Laura, Delta, and Ida, delivering timely and accessible public information.
- Helped strengthen audience engagement, viewer loyalty, and ratings performance through trusted, community-focused communication and storytelling.

WSPA-TV – MULTIMEDIA METEOROLOGIST

Spartanburg, SC

Oct 2014 - Oct 2017

- Delivered live broadcast and digital coverage during major weather events
- Helped expand audience engagement through community-focused communication and early social media streaming initiatives.

EDUCATION

State University of NY at Oneonta

Bachelor of Science - Meteorology

MAY 2002

CERTIFICATIONS

American Meteorological Society – Certified Broadcast Meteorologist (CBM #627)