



JASON NAPPI

**FOUNDER, JASON NAPPI WEATHER
METEOROLOGIST • DIGITAL
STRATEGIST • CRISIS COMMUNICATOR**

CAREER HIGHLIGHTS

- 24+ years in broadcast meteorology and public communication
- 79K+ Facebook followers
- 14M+ monthly Facebook views
- 3,500+ weather-app downloads
- 9,700+ monthly website visitors
- 300+ premium subscribers
- AMS CBM #627

KEY QUALIFICATIONS

- Broadcast Meteorology
- Severe Weather Coverage
- Live Television & Streaming
- Crisis Communication
- Digital Audience Growth
- Mobile App & Subscription Strategy
- Social Media Strategy
- Public Speaking & Community Engagement

PROFESSIONAL SUMMARY

AMS Certified Broadcast Meteorologist and digital media leader with more than 24 years of experience delivering high-impact weather coverage and building trusted audiences across television, streaming, social media, web and mobile. Founder of Jason Nappi Weather, a fast-growing independent New England weather platform. Proven success in live severe-weather coverage, digital audience growth, mobile and subscription product development, crisis communication and community engagement.

PROFESSIONAL EXPERIENCE

JASON NAPPI WEATHER — FOUNDER & CERTIFIED METEOROLOGIST

December 2024 – Present

- Founded and lead an independent weather platform serving Maine and New England across social media, web, mobile, email and streaming.
- Grew the Facebook audience to more than 79,000 followers while generating 14M+ monthly views.
- Launched the Jason Nappi Weather app in June 2026, attracting more than 3,500 downloads during its first month.
- Built a premium forecasting membership serving more than 300 subscribers.
- Grew website traffic to approximately 9,700 monthly visitors through daily forecasts, breaking storm coverage and regional weather resources.
- Developed advertising and sponsorship opportunities connecting Maine businesses with a highly engaged regional audience.
- Produce live severe-weather coverage and breaking updates across Facebook and YouTube.

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.

ADDITIONAL EXPERIENCE

WJBF-TV – MULTIMEDIA METEOROLOGIST

Augusta, GA

Apr 2012 – Oct 2014

WOAY-TV – CHIEF METEOROLOGIST

Oak Hill, WV

Nov 2009 – Mar 2011

WMTW-TV – METEOROLOGIST

Portland, ME

Feb 2007 – Nov 2009

WMUR-TV – METEOROLOGIST

Manchester, NH

Oct 2006 – Feb 2007

WETM-TV – METEOROLOGIST

Elmira, NY

July 2004 – Aug 2006

WPIX-TV – METEOROLOGIST

New York, NY

July 2002 – July 2004

CONTACT



Available Nationwide



hello@jasonnappi.com



jasonnappi.com



linkedin.com/in/jasonnappi

EDUCATION

State University of NY at Oneonta

Bachelor of Science - Meteorology

May 2002

CERTIFICATIONS

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