

Experience

Freelance Video Producer/Journalist/Digital Media Consultant, various projects

April '15 — present

- Booking producer, Business Insider ([The Bottom Line with Henry Blodget](#), [The Bit](#))
- Travel writer, video journalist, and photographer featured in: [Southern Living](#), [ShermansTravel](#), Ensemble Vacations Magazine, [worldnomads.com](#), [latina.com](#), and [thelatinkitchen.com](#)
- Video editor/consultant for Haute Hijab, Schwinn Bicycles Ambassador, Revitalash Cosmetics
- Consulting producer, field producer, editor, and videographer for SheSpeaks Incorporated
- Produced live event coverage and facilitated interviews for BloggerBash

ShermansTravel Media, www.shermanscruise.com - NY, NY

Sr. Video Producer/Editor; Sept. '15 — Dec. '16

- Created, developed, and implemented video content strategy for new website, ShermansCruise.com
- Researched, shot, wrote, and edited travel videos, articles, photos, series, and social content
- Coordinated workflow of freelance video editors, writers, photo editors, and copy editors
- Collaborated with SEO and engagement teams to create shareable assets

Auctionata North America, www.auctionata.com - NY, NY

Sr. Producer/Manager, Live Auctions; Sept. '14 – April '15

- Created and launched an auction live stream from New York broadcast studio
- Pre-produced and executed multi-hour, interactive live auction show
- Developed and trained in-house talent and auctioneers for web broadcast
- Managed a team of 20+ freelance studio production team members

Louise Blouin Media, www.artinfo.com & Blouin News - NY, NY

Sr. Global Video Producer; Sept. '12 – Sept. '14

- Hired, trained, and lead video production team in creative development
- Supervised team production, assigning coverage areas and managing, editing, and publishing content
- Generated ideas and developed execution strategy for short and long-form projects across multiple verticals
- Measured and analyzed content performance, using Google and Brightcove analytics, and in-app reporting for social
- Implemented and monitored schedules and budget, increasing production and traffic
- Worked alongside website, magazine departments, and external parties to build on existing editorial content
- Pitched, wrote, shot, and edited videos on visual arts, travel, lifestyle, business, finance and technology

Bloomberg Television – NY, NY

Booking and Segment Producer; Nov. '10 — Sept. '12

- Booked compelling, high-profile guest interviews and produced breaking news segments
- Researched and pre-interviewed guests and contributors ahead of live programming
- Conceived and executed enterprising financial news segments using video, audio, and graphics
- Field-produced live coverage from Wall Street and special industry events

New York 1 News – NY, NY

Producer (News and New Media — www.ny1.com); Nov '05 – Nov. '10

- Produced assigned news shows and special events, supervising writers and other producers
- Line-produced breaking news coverage in the control room
- Developed, researched, and wrote breaking news and feature stories for television and website
- Responsible for editorial content on ny1.com, building and programming stories within a proprietary CMS

Education

- NYU School of Continuing and Professional Studies, Center for Global Affairs
- Bachelor of Science, Broadcast Journalism, Emerson College (2005), Boston, MA

Skills

- Video Production, Interviews, Social Media, Live Events, Talent Development & Management
- Final Cut Pro, Apple Motion, Premiere Pro, After Effects, Google Analytics, Microsoft Office Suite
- Camera proficiency: Canon, Sony, DJI, GoPro
- Brightcove, Vimeo, YouTube
- Working knowledge of Drupal, Wordpress, and other content management systems