

Multi-Content Producer

Talent Booker | Writer | Editor | Casting Director

Professional Summary

Versatile editorial producer with 15+ years' experience in live broadcasts, digital storytelling, streaming, and social-first content for major brands including CBS, Paramount+, E! News, and NBCUniversal. Skilled at crafting fan-driven narratives across entertainment, sports, and unscripted genres — from red carpets and award shows to breaking news and exclusive celebrity interviews. A proactive creative self-starter with strong writing, editing, talent relations, and SEO expertise. Recently broadened skills as a casting director for major-label music videos and branded campaigns. Eager to take on new production challenges, collaborating seamlessly with social, PR, and marketing teams to deliver engaging, unified content.

Key Skills & Expertise

- Entertainment, News & Sports Editorial Production
- Digital & Streaming Content Strategy
- AP Style, Script Writing & Copy Editing
- Talent Booking & Celebrity Interviewing
- SEO Optimization & Social Storytelling
- CMS & Post-Production Tools (Premiere, Avid, iNews, etc.)
- Live Event & Red Carpet Coverage
- Cross-Functional Campaign Collaboration
- Bilingual: English & Spanish

Experience

Masterkey Studios, Los Angeles, CA

Casting Director (Freelance)

April 2025 – July 2025

- Served as the primary liaison between production and over 100 on-camera actors for music videos, commercials, and branded content tied to a major-label K-pop debut.
- Oversaw casting logistics and maintained organized records including NDAs and casting sheets.
- Provided on-set support to actors and collaborated with the 2nd AD to streamline daily production needs.
- Proactively resolved talent inquiries and ensured a smooth, professional experience from casting through shoot days.
- Fostered a collaborative environment that prioritized talent care and clear communication between departments.

KCAL/CBS News Stations (Paramount Global), Los Angeles, CA

2022 – 2024

Broadcast Producer/ Talent Booker

August 2024 - October 2024

- Produced high-visibility live segments for “KCAL News Mornings,” a seven-hour weekday news program in the nation’s #2 media market.
- Booked a diverse range of guests — from breaking news analysts to entertainment talent — and prepped them with background and interview materials.
- Wrote scripts and edited video packages under daily deadlines. Maintained strong editorial judgment while steering complex interviews and sensitive topics.
- Collaborated closely with on-air talent, editors, directors, and crew to execute dynamic content.
- Cultivated relationships with 300+ publicists, experts, and talent representatives, enabling rapid response to live news and entertainment needs.

Digital Line Producer

September 2022 - August 2024

- Created and line-produced “The Morning Wrap,” CBS’s first daily streaming morning show blending news, sports, lifestyle, and entertainment.
- Produced “The Lot,” a weekly syndicated entertainment series, booking and interviewing A-list celebrities and crafting original segments tailored to fan interests.
- Led red carpet and live event coverage for major awards (Grammys, Golden Globes, Daytime Emmys), field producing interviews and writing packages for broadcast and digital.

- Strategized and executed live streaming specials including “KCAL News Live from D23” and “Rescue Me: California Adopt-a-Pet Day.”
- Optimized content for SEO and social reach across YouTube, Instagram, and other platforms.
- Worked cross-functionally with editorial, digital, and social teams to ensure campaign alignment and maximize audience engagement.

E! News Digital & Social Media Programming (NBCUniversal/Comcast), Los Angeles, CA

2012 – 2022

Producer

September 2020 - September 2022

- Led E!’s digital red carpet livestreams for the Oscars, SAGs, and other major events, averaging 3M+ views per broadcast.
- Wrote and produced hundreds of digital videos across E!’s platforms including TikTok, Peacock, YouTube, and Instagram.
- Interviewed celebrity talent for original digital series, researching and writing questions that delivered authentic and shareable moments.
- Showrunner and script supervisor for “Post Pop” livestream aftershows, customizing editorial tone for fan vs. awards audiences.
- Managed calendars, crew schedules, and creative workflows, ensuring alignment with social and editorial strategies.
- Maintained a finger on the pulse of pop culture trends to inform voice and coverage.

Associate Producer, E! News Digital Video

July 2019 – Sept 2020

- Supported the development and execution of social-first franchises across new platforms.
- Managed production calendars and coordinated content rollout.
- Built playback playlists and oversaw technical execution for live streams.
- Liaised with internal departments to track project timelines and update fast fact sheets for brand executives.
- Produced video segments for in-show programming during live broadcasts.

Production Coordinator, E! Social Media Programming

February 2017 – July 2019

- Coordinated guest and host communications during “E! Instagram Stories” and digital content rollouts.
- Facilitated all aspects of studio production support across multiple departments and teams.
- Responsible for fact-checking information and preparing on-air talent before production shoots.
- Digitized and logged tape as needed by production.

Production Assistant, E! News Now

June 2012 – February 2017

- Provided ongoing support to “E! News Now” executives and producers.
- Assisted with translation and writing of segments for “E! Latino” series.
- Produced plasma stills for display across studio monitors, when covering for Visuals Producer.

KTLA (Nexstar Media Group) Los Angeles, CA

2010 – 2011

Intern, Morning News Production

January 2010 - February 2011

- Assisted segment and line producers during live morning broadcasts daily.
- Tended to guests, wrote teases/scripts, edited video clips, dubbed, logged, created lower-thirds and full screens.

Education

California State University Northridge

2006 – 2010

B.A. in Broadcast Journalism, Minor in Family Studies

Capabilities & Tools

- **Editorial:** AP Style, SEO, content strategy, live/scripted storytelling, script writing, interview prep.
- **Platforms:** YouTube, Instagram, TikTok, Facebook, X/Twitter, Paramount+, Peacock, O&O sites.
- **CMS & Prod Tools:** iNews, Avid | Media Central, Snapstream, Stratus, Daisy, Edius, Camtasia, various CMS.
- **Post & Graphics:** Adobe Premiere, After Effects, Photoshop, Illustrator — editing, packaging, graphic creation.
- **Production:** Camera, lenses, lighting, sound, remote workflows; experienced field producer and director.
- **Project Management:** Google Suite, Microsoft Office, Airtable, Trello; cross-functional coordination.
- **Talent Relations:** High EQ interviewer; adept at prepping and guiding A-list talent, experts, first-time guests.
- **Recognition:** NBCUniversal GEM (Going the Extra Mile) Award recipient.