

AVERY GOODMAN

DIGITAL PRODUCER

San Francisco, California, United States | averygoodman95@gmail.com | (516) 521-6423

SKILLS

Adobe Premiere, CapCut, Avid iNews, Canva, Edius, Video Editing, Producing, Copywriting, SEO Management

PROFILE

Dynamic digital producer skilled in creating high-performing videos, managing social media, and leading creative teams. Proven success driving thousands of views through data-driven storytelling, SEO practices, and platform-specific strategy. Expert in video editing, copywriting, and digital reporting, with a strong background in journalism and audience engagement. Passionate about producing impactful, audience-focused content that drives growth across platforms.

EXPERIENCE

Digital Line Producer, CBS News Bay Area **September 2024 — Present**
San Francisco

- Drive six-figure view counts, including a 1.5M+ top-performing video, by producing and editing high-impact social and explainer videos.
- Boost discoverability for 400K+ YouTube, 60K+ Instagram, and 30K+ TikTok audiences by applying SEO and platform-specific optimization to titles, descriptions, and thumbnails.
- Engaged 270K+ viewers across broadcast and digital platforms by producing, writing, and editing a 30-minute Proposition 50 special using the station's AR/VR set.
- Reach 211K+ viewers with live and recorded digital news coverage by directing real-time production, timing, and control-room execution.

Executive Producer / Director | Anchor & Reporter, **August 2022 — May 2024**
Annenberg Media
Los Angeles

- Delivered high-impact live newscasts and weekly social content for 13K+ YouTube and 15K+ Instagram audiences by lead-producing shows and managing teams of 8–20 writers, anchors, and multimedia journalists (MMJs).
- Maintained accuracy and editorial quality of 30+ weekly TV elements by overseeing production and approving graphics, VOs, and SOTs.
- Produced engaging weekly social videos and live segments by packaging multiple stories per episode and creating supporting graphics across news, politics, entertainment, and environmental topics.
- Strengthened digital-first storytelling across the newsroom by mentoring MMJs on researching, shooting, writing, and editing workflows.

Intern, NBC News **June 2023 — August 2023**
New York

- Streamlined award show operations across seven NBC networks by developing a workflow that organized and synchronized production for News NOW.
- Delivered a feature that aired across multiple NBC programs by pitching and producing a story on the rise of crochet among young adults.
- Supported daily broadcast coverage by researching, writing, and editing stories for air and creating full-screen graphics.
- Improved accuracy and strategy for election reporting by tracking and analyzing past coverage trends.

EDUCATION

B.A. in Journalism | Minor in Legal Studies **May 2024**
University of Southern California, Los Angeles

ADDITIONAL INFORMATION

- **Links:** Personal Website, LinkedIn