

# Avery Goodman

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## SUMMARY

Digital producer experienced in producing high-performing videos, managing social media, and leading teams. Passionate about simplifying complex stories into engaging, audience-focused content that resonates across digital platforms.

## EXPERIENCE

### Digital Line Producer

CBS News Bay Area

September 2025 – Present, San Francisco, CA

- Produce and edit high-performing social media and explainer videos, consistently generating hundreds of thousands of views, including a standout video with 1.5M+ views.
- Apply SEO and platform-specific best practices to optimize video titles, descriptions, and thumbnails, driving discoverability for 400K+ YouTube subscribers, 60K+ Instagram followers, and 30K+ TikTok followers.
- Develop and produce original videos on local and national news stories, using research-driven storytelling to expand audience engagement beyond traditional coverage.
- Write, edit, and produce live and pre-recorded news content across digital platforms, overseeing execution of live events and timing productions in the control room.

### Executive Producer & Director | Anchor & Reporter

Annenberg Media

August 2022 – May 2024, Los Angeles, CA

- Lead-produced live newscasts and weekly social video content, managing teams of 8–20 writers, anchors, and multimedia journalists to deliver engaging, audience-focused programs for YouTube (13K+) and Instagram (15K+).
- Produced and edited weekly social videos and live segments, packaging multiple stories per episode and creating supporting graphics to deliver engaging coverage of local and national news, politics, entertainment, and environmental topics.
- Guided multimedia journalists through researching, shooting, editing, and writing, while mentoring them on digital-first storytelling techniques.
- Oversaw production and approval of 30+ weekly television elements, including graphics, VOs, and SOTs, ensuring accuracy and editorial quality.
- Reported on USC and national news, conducting interviews and creating segments for studio and field coverage tailored to student and broader audiences.

### Intern

NBC News

June 2023 – August 2023, Manhattan, NY

- Pitched and produced a feature on “Why crochet is becoming popular among young adults,” which aired on multiple NBC programs.
- Tracked and analyzed past election coverage to inform future reporting decisions.
- Developed an award show workflow to organize and synchronize operations across seven broadcast networks within News NOW.
- Researched, wrote, and edited hard news stories for air, and created full-screen graphics to support broadcasts.

## EDUCATION

### Bachelor of Arts, Journalism

Minor in Legal Studies • University of Southern California • Los Angeles, CA • 2024

## SKILLS

**Technical Skills:** Adobe Premiere, CapCut, Edius, AVID iNews, Ross Inception, VizPilot, Canva, Excel, PowerPoint, HTML, CSS, JavaScript, jQuery

**Hard Skills:** Video Editing, Producing, Videography, Copywriting, SEO, Digital Reporting, Social Media Management