

Avery Goodman

averygoodman95@gmail.com | (516) 521-6423 | San Francisco, CA | [Portfolio](#)/[LinkedIn](#)

WORK EXPERIENCE

CBS News Bay Area

Sept 2024 – Present

Digital Line Producer

San Francisco, CA

- Write, edit, and produce live and pre-recorded news content, managing the execution of live news events and timing out productions in the control room.
- Leverage SEO techniques to optimize video titles and descriptions, improving discoverability and overall viewer engagement.
- Produce and edit multiple high-performing social media videos weekly, consistently attracting hundreds of thousands of views, including a standout video exceeding 1.3 million views.

Annenberg Media

Jan 2023 – May 2024

Executive Producer | Jan 2024 – May 2024

Los Angeles, CA

- Co-hosted weekly meetings for a team of eight writers and anchors, assigning news stories and overseeing scripts to produce social video content for Annenberg Media's Instagram show, *The Rundown*.

Segment Producer | Aug 2023 – Dec 2023

- Produced weekly social video content and created at least two social media graphics per week for *The Rundown's* Instagram feed.

Annenberg TV News (ATVN)

Aug 2022 – May 2024

Producer | Aug 2023 – Dec 2023

Los Angeles, CA

- Lead-produced ATVN's live Monday show, managing a team of 20 to produce a 30-minute program for 13k YouTube subscribers. Oversaw the creation and approval of at least 30 television elements weekly, including graphics, VOs, and SOTs.
- Pitched national and local stories, tailoring them to the USC community through sidebars, explainers, and student interviews.

NBC News

June 2023 – Aug 2023

Intern

Manhattan, NY

- Pitched and produced a feature on "Why crochet is becoming popular among young adults," which was picked up by multiple NBC programs.
- Tracked and calculated past election coverage, and led the creation of an award show workflow to assist in the organization process of seven broadcast networks within News NOW.

EDUCATION

University of Southern California

May 2024

Bachelor of Arts, Journalism

Los Angeles, CA

- **GPA: 3.7/4.0; Cum Laude;** University Honors; Dean's List
- Minored in Legal Studies, Member of Alpha Phi International Women's Fraternity

SKILLS & INTERESTS

- **Technologies:** Adobe Premiere; AVID iNews; Canva; CapCut; Edius; Sony FX6
- **Skills:** Copywriting; Editing; Producing; Videography; SEO; Digital Reporting; Social Media
- **Interests:** Traveling; Yoga; Painting; *Severance*