

Lourdes Guillen

Segment Producer



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LGuillenNY

Characteristics

Self-Starter – Proactive in seeking out new opportunities for growth. Crafting helpful guides to help develop producer's skillset.

Collaboration – Giving unstintingly my knowledge and skills to help my colleagues. Active participant in company sponsored mentorship programs

Team Player – Help to promote NBC News mission in our daily broadcast, while supporting my team picking up a variety of roles/duties

Education

B.A. Communications

The City University of New York
2011

Skills

Avid iNews



Final Cut



Adobe PremierePro



CSS + HTML



Microsoft Office



Experience

Segment Producer

2019 - Current

Early Today

- Adept writer, crafting broadcast ready scripts that are accurate and conversational
- Produce/manage guest interview segments
- Oversee content posted to the Early Today social media pages
- Clip segments using Wildmoka to share to FB and Twitter
- Create writing guides to help Early Today PA's with scripting/formatting
- Liaise with the newsdesk to receive latest elements, guidance on breaking news stories
- Build custom packages, As-lives for shows
- Communicate time and roll cues with reporters

Associate Producer

2018 - 2019

Early Today

- Produce live segments with reporters
- Craft creative in show teases
- Book phoners during break news situations
- Work with PA's to select compelling elements for story
- Research and pitch stories
- Anchor produce

Writer/Producer

2016 - 2018

HLN Morning Express & Weekend Express

- Field producer arranging interviews and locations for packages
- Supervise and manage editing of interviews for segments, while crafting on air scripts
- Manage remote field assignments with anchors, high profile celebrity guests
- Produce live segments with reporters
- Work on promotional segments, liaising with marketing team

Associate Producer

HLN Weekend Express

2014 - 2016

Tape Coordinator

ABC, The View

2013 - 2014

Production Assistant

ABC, The View

2012 - 2013

News PA

ABC, Good Morning America

2011 - 2012