



Giana Asterito

Digital Video Producer & Editor

CONTACT

Location
Washington, D.C., 20001

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EDUCATION

Syracuse University
S.I. Newhouse School of Public Communications
Broadcast and Digital Journalism
2014-2018

SKILLS

Adobe Premiere Pro
Avid Media Composer
AP style writing
Adobe Photoshop
Newsconnect
iNews
Frequency
MPX
Parse.ly

PROFILE

Digital Video Producer with 5+ years of experience creating news content across web, social, and streaming platforms. Skilled in producing and editing live and on-demand video using Adobe Premiere Pro and Avid Media Composer. Quick to turn breaking news video and livestreams, as well as vertical content tailored for TikTok, Instagram, and YouTube Shorts. Comfortable working under tight deadlines and thriving under pressure. Recognized with NBC's GEM Award for excellence in assisting coverage of the October 7 events. Committed to a career in journalism focused on delivering accurate, engaging and impactful stories.

EXPERIENCE

NBC News, Washington, D.C.

VIDEO PRODUCER

March 2022 - Present

- Produce, edit and distribute live and on-demand video content for NBCNews.com, social platforms and partners
- Produce vertical video from raw footage and daily show segments for TikTok, Instagram, YouTube shorts and other social platforms.
- Livestream breaking news content, press conferences, political and trending events
- Edit UGC content for site and vertical platforms while communicating with Standards and Legal teams when necessary for copyright clearance
- Find and pitch stories based on political events, national news, daily affiliate footage and user-generated content
- Cross-check information with editorial team to maintain accuracy and credibility
- Content is produced under tight deadlines in a fast-paced breaking news environment
- Write headlines, descriptions and SEO relevant metadata for each produced piece
- Utilize real-time web and social traffic analytics with Parse.ly to aid content strategy and production
- Place videos and livestreams in digital articles using Nebula CMS

ASSOCIATE VIDEO PRODUCER

October 2020 - March 2022

CONTRACT VIDEO PRODUCER

July 2019 - October 2020