



# Giana Asterito

Video Producer

## CONTACT

**Location**  
Washington, D.C.

**Phone**  
215-688-1393 (C)

**Web**  
<https://www.giana-asterito.com/>  
<https://vimeo.com/gianaasterito>

## EDUCATION

**SYRACUSE UNIVERSITY,  
S.I. NEWHOUSE SCHOOL OF PUBLIC  
COMMUNICATIONS**

2014-2018

Broadcast, Digital journalism

## SKILLS

Adobe Premiere Pro  
Avid Media Composer  
Stellar  
Mediasource  
Sprout  
AP style writing  
Adobe Photoshop  
Newsconnect  
iNews  
Frequency  
MPX

## PROFILE

Video producer at CNN creating social-first and digital video covering breaking news, politics, business, and culture for a global audience. Experienced in pitching, script writing, editing, UGC verification, and cross-platform publishing under tight deadlines. Collaborate closely with on-air talent, bureaus, and standards teams to deliver accurate, compelling video storytelling.

## EXPERIENCE

### CNN, Washington, D.C.

November 2025 - Present

#### VIDEO PRODUCER

- Pitch and produce digital video for CNN's platforms, delivering breaking news and enterprise coverage across politics, business, and culture to a global audience
- Research stories, source and verify UGC, and fact check video elements under tight breaking news deadlines
- Write scripts, edit video, build graphics, and optimize final pieces for CNN's website and social platforms
- Collaborate directly with on-air talent to develop scripts and shoot both vertical and 16x9 video, including segments for "Catch Me Up"
- Support bureau productions by operating cameras, lighting, and audio for digital video shoots
- Collaborate daily with standards & practices, legal, programming, TV teams, and the national news desk to ensure editorial accuracy and integrity

### NBC News, New York, N.Y.

March 2022 - October 2025

#### VIDEO PRODUCER

- Produce on-demand video content and livestreams for NBC News digital platforms, syndication partners, and OTT services
- Identify and curate newsworthy video moments, adding on-screen text and graphics optimized for digital audiences
- Coordinate with social teams to distribute video across multiple platforms in real time
- Liaise with editors and producers across NBC News brands to coordinate breaking and enterprise coverage
- Place video content in articles and high-visibility cover placements

#### ASSOCIATE VIDEO PRODUCER

October 2020 - March 2022

#### CONTRACT VIDEO PRODUCER

July 2019 - October 2020