



GIANA ASTERITO

VIDEO PRODUCER

PROFILE

Video producer creating social-first and digital video for breaking news, politics, business, and culture. Experienced in pitching, scripting, editing, UGC verification, field and in-office shooting, and directing on-air talent for engaging vertical and 16:9 video. Also serves as a voiceover narrator for team-produced vertical video. Skilled at collaborating across bureaus, platforms, and editorial standards teams to deliver accurate, compelling video under tight deadlines.

CONTACT

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 Giana-Asterito.com

EDUCATION

Syracuse University

S.I. Newhouse School of Public Communications

Broadcast, Digital Journalism

2014 – 2018

EXPERIENCE

CNN, WASHINGTON, DC

Video Producer, Contract | November 2025 – Present

- Pitch and produce digital video covering breaking news and enterprise stories across politics, business, and culture
- Research stories, source and verify UGC, and fact-check video elements on tight breaking-news deadlines
- Write scripts, edit video, build graphics, and tailor final pieces for CNN's website and social platforms
- Collaborate closely with correspondents and on-air talent to develop and refine scripts, coach on-camera delivery, and shoot and direct vertical and 16:9 video in the bureau and in the field, including framing and shot selection
- Provide voiceover narration for vertical video, including self-written and producer-written scripts
- Work with standards and practices, legal, programming, TV teams, and the national news desk to ensure editorial accuracy and integrity

NBC NEWS, NEW YORK, NY

Video Producer | March 2022 – October 2025

- Produced on-demand video and livestreams for NBC News digital platforms, syndication partners, and OTT services
- Identified and curated newsworthy video moments, adding on-screen text and graphics for digital audiences
- Coordinated with social teams to distribute video across multiple platforms in real time
- Partnered with editors and producers across NBC News brands to coordinate breaking-news and enterprise coverage
- Placed video content in articles and high-visibility homepage and cover placements

Associate Video Producer | October 2020 – March 2022

Video Producer, Contract | July 2019 – October 2020

SKILLS

Editing: Adobe Premiere Pro, Avid Media Composer, Adobe Photoshop

News & Publishing: Newscloud, iNews, NewsConnect

Editorial & Verification: AP style, UGC verification, social publishing, Sprout, Stellar, Mediasource