

Amalia Isabel Nuñez

Video Editor/Producer
Social Media Content
Writer

CONTACT

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EDUCATION

The City College of New York
B.F.A. **Film/Cinema/Video Studies**
New York, N.Y. | August 2014 – May 2016
Cum Laude

Borough of Manhattan Community College
A.S. **Video Art & Technology**
New York, N.Y. | August 2011 – May 2014

SKILLS


Content Database Management



Web Content Writing



Data Analysis



Video Editing



Copywriting



PROFESSIONAL SUMMARY

6+ years' experience in media management, with over one year focused on social media engagement. 3+ years' experience in video production, with a focus on entertainment news and culture. Skilled in Project and Brand Management. Advanced proficiency in AVID Media Composer, Adobe Premiere, Photoshop, G-Suite, and adept in Canva. B.F.A. in Film & Video from CUNY. Freelances as Social Media Manager within music industry. Pursuing a position in Social Media Management, Content Creation, and/or Video Production.

EXPERIENCE

Social Media Manager

New York, N.Y. | Freelance
Jan 2023 – Present

Creates strategized social and digital video content for clients in Music, so they may grow their audience and engagement on social media platforms.

- Creates content, postings and schedules for managed social media accounts
- Updates curated landing pages and newsletters to reflect latest projects
- Builds and manages content calendars for music artists

Social Media Producer

New York, N.Y. | Paramount (VIACOMCBS), CBS Mornings
Dec 2021 – Oct 2022

Crafted short text-to-screen social videos from CBS Mornings TV packages tailored for Facebook, Twitter, TikTok and Instagram. Increased video engagement for Instagram & TikTok 70%, Facebook 57%, and Twitter 35%.

- Frequently updated scheduled content to reflect trending stories and news
- Pitched strategized future content for trending stories at editorial meetings
- Designed moving graphics to drive breaking news or trending stories on social media platforms from CBSNews.com
- Isolated unique, emotional, and informal clips from packages and guest segments

Associate Video Producer

Greater New York Metropolitan Area | CBS Interactive
March 2017 – Dec 2021

Contributed 10 articles for CBSNews.com focused on Entertainment news and culture. Production assistant for 7 in-studio shoots. Amassed reach of 61.6 million views through full flagship news episodes and specials, published to YouTube, CBSNews.com & Paramount+.

- Streamlined workflows through check-ins, task delegation, and creating SOPs
- Focused on sponsored content, 1-on-1 interviews and CBSN Originals tosses
- Collaborated with Engineering and Product to test new cloud video platforms
- Aided in infrastructure and technology improvement for end-user experience
- Originated articles for the GRAMMY Awards, covering 2019, 2020 and 2021
- Wrote authentically compelling headlines and descriptions for episode segments on CBS websites, increasing click-through rates by 15%
- Prepped and delivered assets for flagship news shows and specials to Paramount+ Digital Operations team