

# Ariella Bernick

[ariella.bernick@gmail.com](mailto:ariella.bernick@gmail.com) | +1 (561) 451-7079 | [Portfolio](#) | [LinkedIn](#)

## PROFESSIONAL EXPERIENCE

---

### MS NOW (Formerly MSNBC) New York, New York

*Social Media Associate Producer*

*March 2026-Present*

- 2× Shorty Award nominee for MS NOW social strategy; drove TikTok growth of +68% since 2025 (4.1M → 6.9M followers, 4.0B views) and YouTube growth of +24% (7.6M → 9.4M followers, 3.8B views).
- Produce weekly anchor livestreams by sourcing audience questions in Bryant Park, assembling video elements and graphics, managing YouTube and TikTok live chats, and integrating real-time audience engagement through live banners
- Mentor interns on video editing and editorial judgment while onboarding and training new hires, demonstrating strong leadership.

*Social Media Production Assistant*

*August 2025-Present*

- Covered breaking news, including the hostage release and the Trump–Putin meeting, often working overnight to meet live deadlines.
- Drove content strategy and reporting for the *MS NOW Asks* series, expanding into new cities like Chicago and generating 1.5M+ views per video through authentic street interviews, newly implemented audiograms, and video-first Instagram carousels.
- Supported live programming for anchor weekly livestream, and the MS NOW Live fan event (3,200+ attendees), managing TikTok engagement, producing green-screen videos with talent, and capturing behind-the-scenes and MOS content.
- Create YouTube livestream links; write all copy; design thumbnail graphics; encode and route REM, and update banners.

### NBCUniversal, MSNBC

**Remote**

*Freelance Social Media Production Assistant*

*January 2025 – August 2025*

- Designed Instagram graphics and carousels in Figma and Canva, creating a new visual template for MSNBC Opinion’s IG sliders.
- Produced original TikTok verticals for 6M+ followers — contributing to MSNBC’s People’s Voice Webby Award win and driving up to 48% higher engagement across key metrics on TikTok.
- Collaborated on the launch of MSNBC’s Snapchat account, growing followers from 10K to 40K.

### NBCUniversal, MSNBC

**New York, New York**

*Social media and Platforms Intern*

*June 2024 - August 2024*

- Edited and posted TikTok’s, increasing follower count by 200,000+, post viewership by 113.28% and likes by 100.61%; designed Instagram sliders for 2 million followers, engaging 55% more accounts and boosting post interaction by 94.5%.
- Assisted with the launch of *MSNBC Asks*, a person-on-the-street interview series, and wrote two stories for MSNBC Opinion, both featured in the Must-Read section.

### Northwestern Office of Undergraduate Admissions

**Evanston, Illinois**

*TikTok Content Coordinator*

*October 2022 - April 2025*

- Head content coordinator for team of five people and responsible for showcasing student experiences at Northwestern, boosted follower engagement by over 200% from person-on-the-street interview series, staying up to date with trends, and feedback.

## LEADERSHIP EXPERIENCE

---

### TEDxNorthwesternU

**Evanston, Illinois**

*Director*

*January 2024 – June 2025*

- Led a 30-member team to produce an in-person TEDx conference for 300+ attendees in Evanston.
- Managed logistics, vendor contracting, and YouTube publishing; one TEDx talk reaching ~2M views and featured in TED’s 25 Essential Talks of 2025 and the other selected as a TED Editor’s Pick and featured on TED.org.

*Curation Team, Curation head*

*October 2021- June 2024*

- Supported talk-editing, speaker coaching, and event coordination; promoted to Curation Head in May 2022.

### Northwestern University Office of Undergraduate Admissions

**Evanston, Illinois**

*Senior Counselor, Tour Guide*  
2025

*September 2024 - April 2025; October 2022 - April*

- Provided customer service: answered calls at the front desk, signed families into tours, and hosted remote visits for 50+ students.
- Led groups of prospective students and families around campus weekly and served as a resource for questions about the university.
- Pitched, created and implemented Northwestern’s first official audio-based walking tour to increase accessibility efforts.

## AUDIO EXPERIENCE

---

*Reporter WNUR News; Assistant Editor The Daily Northwestern*

**Evanston; October 2022 - April 2025; October 2021- March**

2022

- Created short and long-form podcast pieces, one recognized as a finalist for an SPJ Mark of Excellence Award in Region Five.
- Revised 10+ audio reporters’ scripts and final cuts on Audition software, making the podcasts more cohesive.

## EDUCATION

---

**Northwestern University, Medill School of Journalism**

**Evanston, Illinois**

Bachelor of Science in *Journalism* | Double Major: *History* | Minor: *Legal Studies*

*Sept 2021- Mar 2025*

- Cum Laude | GPA: 3.92/4.00 | Medill School of Journalism Dean's List 9/9 Quarters
- Study abroad: IES Colegio de Guadalupe, Madrid, Spain –Business, Economics & Social Sciences.

*(August – December 2023)*

**ADDITIONAL**

- 
- **Skills:** Advanced Social Media Editing, Figma, Canva, MediaCentral/Avid, WildMoka, Parsley, True Anthem, Adobe Suite, CapCut, Spanish
  - **Interests:** Writing poetry, babysitting, keeping my friends updated on GoodReads, and petting corgis