ARIELLA BERNICK

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Skills

Skills: Adobe Creative Suite (Premiere Pro, Audition, Photoshop), Figma, Canva; TikTok and YouTube livestream production; YouTube Shorts publishing; video editing, thumbnail design, and cross-platform publishing; social strategy and performance analytics (Parse.ly); Avid MediaCentral and Wildmoka; conversational Spanish; editorial judgment.

Experience

Social Media Associate Producer **03/2026 to Current**
MS NOW (Formerly MSNBC) **New York City**

- Contributed to two Shorty Award nominations and helped grow TikTok 90% (4.1M to 7.8M followers) and YouTube 31.6% (7.6M to 10M subscribers) through video editing and social strategy across MS NOW roles since 2025.
- Co-produced 30+ livestreams per week, overseeing audience sourcing and editorial assets; driving 2M+ total views in 2026.
- Supported MS NOW's Together in Texas live event by interviewing 12 network talents and 10+ attendees, providing real-time social media updates, and editing a same-day recap for 5,000+ attendees.
- Mentor interns on video editing and editorial judgment; train new hires and streamline onboarding materials.

Social Media Production Assistant **08/2025 to 03/2026**
MS NOW **New York City**

- Led content strategy and reporting *for MS NOW's Asks*, driving 1.5M+ views per video through street interviews.
- Supported a 3,200-attendee fan event by managing TikTok Live engagement and YouTube livestream publishing.
- Produced breaking-news vertical videos and graphics, wrote copy and designed thumbnails for cross-platform publishing.

Freelance Social Media Production Assistant **01/2025 to 08/2025**
MS NOW **Remote**

- Contributed to a People's Voice Webby win and increased TikTok engagement by up to 48%.
- Collaborated on MS NOW's Snapchat account launch and created a visual Instagram slider template for opinion pieces.

Social Media and Platforms Intern **06/2024 to 08/2024**
MS NOW **New York City**

- Edited and published TikToks, driving 200K+ follower growth, increasing views by 113% and likes by 101%; created Instagram carousels, enhancing reach by 55% and interactions by 95%. Wrote two stories featured in the Must-Read section.

TikTok Content Coordinator; Senior Counselor & Tour Guide **10/2022 to 04/2025**
Northwestern Office of Undergraduate Admissions **Evanston, Illinois**

- Coordinated content for a team of five, increasing follower engagement by 200%+ through trends and original edited videos.
- Hosted remote and in-person visits for 50+ students and led weekly tours for prospective students.
- Created Northwestern's first official audio walking tour to expand accessibility.

Director, Curation Team, Curation Head **01/2024 to 06/2025**
TEDxNorthwesternU **Evanston, Illinois**

- Directed a 30-member team to organize a 300+-attendee conference.
- Managed logistics, vendor contracting, and YouTube publishing; one TEDx talk reached ~2M views and was featured in TED's *25 Essential Talks of 2025*, while another was selected as a TED Editor's Pick and featured on TED.org.

Education

Bachelor of Science in Journalism and History, Minor in Legal Studies **03/2025**
Northwestern University, Medill School of Journalism Evanston, Illinois

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