

# Ariella Bernick

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## PROFESSIONAL EXPERIENCE

### MS Now (Formerly MSNBC)

New York, New York

*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 Velshi and Ruhle 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.
- Mentored an academic-year intern on video editing and MS NOW social standards, demonstrating leadership and clear communication.

### NBCUniversal, MSNBC

Remote

*Freelance social media production assistant*

January 2025 – August 2025

- Designed Instagram graphics and carousels, 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 pitched two original 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*

September 2024 - April 2025

- Provided customer service: answered calls at the front desk, signed families into tours, and hosted remote visits for 50+ students.

*Tour Guide*

October 2022 - April 2025

- 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, Adobe Audition; Adobe Suite, CapCut, Spanish (conversational)
- **Interests:** Writing poetry, babysitting, keeping my friends updated on GoodReads, and petting corgis