

Ariella Bernick

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PROFESSIONAL EXPERIENCE

MS NOW (Formerly MSNBC)

New York City

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) contributed by editing videos, creating captions and copy, and posting to all platforms, and YouTube growth of +24% (7.6M → 9.4M followers, 3.8B views).
- Supported 30+ weekly one-hour interactive livestreams by sourcing audience questions in Bryant Park, preparing editorial assets and graphics, managing YouTube and TikTok live chat and banners, and collaborating closely with the anchor; 2M+ views in 2026.
- Mentor interns on video editing and editorial judgment; in charge of onboarding all new hires and streamlining onboarding materials.

Social Media Production Assistant

August 2025-March 2026

- Cover breaking news by producing and editing vertical video, designing social graphics, writing editorial copy, creating thumbnails, and publishing across Bluesky, Facebook, Threads, YouTube Shorts, Instagram Stories, TikTok, and other platforms.
- 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.

Freelance Social Media Production Assistant

Remote, January 2025 – August 2025

- Produced original TikTok verticals for 6M+ followers, contributing to the team's People's Voice Webby Award win and driving up to 48% higher engagement across key metrics on TikTok.
- Collaborated on the launch of MS NOW's Snapchat account; created a new visual Instagram slider template for opinion pieces.

Social Media and Platforms Intern

June 2024 - August 2024

- Edited and posted TikToks, 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 a candid interview series and wrote two opinion stories which were featured in Must Read section.

Northwestern Office of Undergraduate Admissions

Evanston, Illinois

TikTok Content Coordinator

October 2022 - April 2025

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

LEADERSHIP EXPERIENCE

TEDxNorthwesternU

Evanston, Illinois

Director; Curation Team, Curation Head

January 2024 – June 2025; October 2021- June 2024

- 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.
- 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

September 2024 - April 2025; October 2022 - April 2025

- Answered calls, signed groups onto tours, hosted remote visits for 50+ students; led weekly group tours for prospective students.
- Pitched, created and implemented Northwestern's first official audio-based walking tour to increase accessibility efforts.

WNUR News

Evanston, Illinois

Reporter

October 2022 - April 2025

- Created short and long-form podcast pieces, one recognized as a finalist for an SPJ Mark of Excellence Award in Region Five.

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, vMix, YouTube streaming, YouTube shorts, Adobe Suite, CapCut, Spanish
- **Interests:** Writing poetry, babysitting, keeping my friends updated on GoodReads, and petting corgis