

Ariella Bernick

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PROFESSIONAL EXPERIENCE

MS Now (Formerly MSNBC)

New York, New York

Social media production assistant

August 2025-Present

- Cover breaking news, including the hostage release and the Trump-Putin meeting, often working overnight to meet live deadlines.
- Lead the MSNBC Asks series, expanding into new cities like Chicago and reaching over 1M views through authentic interviews.
- Support live programming for Velshi and Ruhle livestream and assisted with the MSNBC Live fan event (3,200+ attendees), managing TikTok engagement and capturing behind-the-scenes and MOS coverage.
- Train academic-year intern on video editing and MSNBC's social media style, demonstrating leadership and communication skills.

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%.

ACTIVITIES

TEDxNorthwesternU

Evanston, Illinois

Director

January 2024 – June 2025

- Lead team of 30 individuals responsible for producing an in-person TEDx conference for 300+ attendees in Evanston.
- Manage logistics and contracting for professional videographers, photographers, and rental equipment.

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.

WNUR News

Evanston, Illinois

Audio 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.

The Daily Northwestern

Evanston, Illinois

Audio Assistant Editor, Reporter

Oct 2021- March 2022

- 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