

Ariella Bernick

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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; drove TikTok follower growth of +68% since 2025 (4.1M→6.9M, 4.0B views) and YouTube follower growth of +24% (7.6M→9.4M, 3.8B views)
- Support production of a weekly anchor livestream, collecting audience questions in Bryant Park, assembling Media Central assets, and managing live YouTube questions for banner integration.

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

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

September 2024 - April 2025; October 2022 - April 2025

- 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, WildMoka, Parsley, True Anthem, Adobe Suite, CapCut, Spanish
- **Interests:** Writing poetry, babysitting, keeping my friends updated on GoodReads, and petting corgis