



JENNY DESTEFANO

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jdestefanomedia.com

Production Assistant | Entertainment Tonight

DEC. 2024 - PRESENT | NEW YORK, NY

- Field produce social coverage including short-form interviews and broll of red carpets and events with celebrity talent
- Research and acquire photo, video and editorial assets for daily entertainment news stories across broadcast and digital, collaborating with producers, writers and editors on deadline
- Transcribe, log and monitor live footage for *Entertainment Tonight's* broadcast and digital platforms, ensuring seamless delivery
- Support production of daily VOD content and act as primary point of assistance for morning digital video
- Assist talent producers with celebrity interview prep through research, screeners and question drafting
- Contribute to maintenance of the ET interview "vault" as a searchable video library and support cross-functional teams across editorial, field, and digital projects.
- Flag breaking news for ET's broadcast, digital and social presences

Multiplatform Social & Digital Media Coordinator, TLC | Warner Bros. Discovery

JUNE — DEC. 2024 (CONTRACT) | NEW YORK, NY

- Spearheaded social content production, scheduling and publishing for multiple network television series across Instagram, TikTok, FaceBook, YouTube Shorts and Twitter.
- Pitched, produced and edited approx. 30 social-first video assets per week in Premiere Pro, including long and shortform content
- Wrote platform-specific captions, scheduled posts in Sprout Social and designed weekly Instagram Story menus in Canva
- Supported on-set social shoots, conducted talent interviews, and captured behind-the-scenes content as needed
- Led live social coverage during weekly episode premieres, providing real-time posting and performance reporting
- Contributed weekly affiliate link integrations and article updates for network digital platforms using Adobe Experience Manager (AEM)

E! Creative Marketing Intern | NBCUniversal

SEPT. 2023 — APRIL 2024 | REMOTE

- Supported footage sourcing, editing, and social content production for E! and NBCU symphony projects
- Pitched, produced and edited talent footage for social platforms and assisted with episodic scriptwriting
- Contributed creative ideas and helped develop decks for *House of Villains* launch strategy and social campaigns
- Provided live social editing support during 2024 award shows

E! News New Media Intern | NBCUniversal

JUNE-DEC. 2022 & JUNE-AUG. 2023 | REMOTE

- Published and optimized daily E! News articles for SEO and editorial alignment.
- Curated and managed archival entertainment content for YouTube, handling metadata and tagging for discoverability
- Collaborated with digital teams to maintain brand voice and search-friendly headlines

education.

Syracuse University, Grad. 2024

S.I. Newhouse School of Public Communications

- B.S. Magazine, News and Digital Journalism
- Summa Cum Laude, 3.92 GPA
- Dean's List all semesters
- Invest in Success Scholar

skills.

- Avid Media Composer
 - Interplay, Access, iNews
- CMS Production
 - WordPress, AEM
- Adobe Creative Suite
 - Premiere Pro, Photoshop, XD
 - Illustrator, Audition, InDesign
- Video Editing, Processing & Software
 - Panda, MPX, VPOST
- Social Media Production, Management and Field Coverage
- Meta Business Suite
- HTML & CSS, GitHub
- SEO
- Project Management
 - Asana, AirTable, Sprout Social
- Visualization Tools and Graphic Design
- AP Writing Style