

# Jamie Farnsworth Finn

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## Experience

### Freelance

#### Writer | Content Strategist |

#### Digital Consultant

May 2019 - present

New York, NY

- Digital and content consultant for female & parent-focused start up - which includes competitive analysis of the market, suggestions for social platforms and content production, brand voice, and production support.
- Writing, editing and digital strategy support for leading consumer insights firm to broaden the reach and awareness of the company's CEO.
- Digital, brand and content consultant for birth photography and labor support company reframing its work with parents to include more services, content offerings, and resources.
- Personal essay published on HuffingtonPost.com

### NBC News

#### Digital Manager

NBC Learn & Education Nation

August 2013 - May 2019

New York, NY

- Editorial Director of Webby award-winning ParentToolkit.com, which included content and social strategy, overseeing all production while writing and producing content as needed, and developing external and internal partnerships to promote content priorities.
- Senior producer and digital manager for multiple live broadcast events which included story selection, production logistics, and social campaigns that leveraged NBC News talent and brands to boost digital engagement and overall reach of broadcast.
- Brand marketing experience gained through managing the re-brand of NBC Learn and Education Nation, combining the two brands into NBC News Learn
- Adept at working with a start-up mentality within a large organization, which required leveraging relationships to secure talent engagement, brand social media support, and content partnerships.
- Gained product development experience by managing the initial launch, ongoing updates and redesign of ParentToolkit.com, its corresponding mobile app, and project managing the redesign of NBCPeacockProductions.com.

### NBC News

#### Associate Producer

Rock Center with Brian Williams

October 2011 - August 2013

New York, NY

- Researched, pitched, wrote, and shot video for news magazine stories with an emphasis on storytelling and compelling characters.
- Utilized strong interpersonal skills to cast and build trust with characters in sensitive stories involving sexual assault and PTSD.
- Booked shoot locations and shot additional camera angles with an emphasis on high production quality and overall visual appeal.

### CBS News

#### Associate Producer

Evening News & Campaign 2008

November 2007 - October 2011

New York, NY

- Produced numerous economic and business stories with a range of production timelines.
- Produced the open of the CBS Evening News daily in a fast-paced, high-pressure environment.
- Field and pool producer as part of President-elect Obama's traveling press corps.

### CBS News

#### Broadcast Associate

National Desk & The Early Show

June 2006 - November 2007

New York, NY

- Produced live segments to include researching, pre-interviewing and booking guests, and prepping anchors.
- Made initial calls on stories, researched facts and coordinated with producers to get stories to air.
- Worked with affiliates to bring in video for daily coverage and breaking news events.

## Education

### University of Wisconsin

2002-2006 Bachelor of Arts, Journalism

Bachelor of Arts, Women's Studies

## Skills

Writing, editing, photography and video production.

Website and mobile app management, and content management systems.