

# Sarah Pusateri

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New Orleans, LA

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## Senior Video Producer

Skilled and dynamic senior video producer with demonstrated capacity to create award-winning content, meet deadlines under pressure, and teach complicated concepts well. *Areas of expertise include...*

EQUIPMENT	SOFTWARE	SKILLS
<ul style="list-style-type: none"><li>• DSLR and Mirrorless Cameras</li><li>• Drone Camera</li><li>• GoPro</li><li>• Lighting Sets</li></ul>	<ul style="list-style-type: none"><li>• Adobe Premiere Pro</li><li>• Final Cut 7</li><li>• Audacity</li><li>• PluralEyes</li></ul>	<ul style="list-style-type: none"><li>• Producing, Shooting, Editing</li><li>• Hitting Deadlines</li><li>• Creating Multi-Media Content</li><li>• Teaching and Training</li></ul>

## Professional Experience

### MAQ Consulting (*contracted to MSN Homepage*) – Web Producer

New Orleans, LA, 2018 – 2020

Execute overall editorial and production strategy for live MSN homepage. Write headlines, curate content, and send news alerts. Prepare and deliver training assignments about best practices and site procedures for new team members.

#### KEY ACHIEVEMENT:

- Tracked metrics and analytics to build a web strategy that drove 30 million daily clicks.

### American Media Inc. – Senior Video Producer

New York, NY, 2017-2018

Led creative production and built high-quality videos for three multi-million-dollar brands. Developed, conceived, and executed original video content from pitch through publication, including shooting, editing, and collaborating with interviewees. Supervised lighting and audio recording. Coordinated daily video production and post-production details, such as distribution, publication scheduling, and social media circulation.

#### KEY ACHIEVEMENT:

- Increased video production by 50% across two brands while keeping the same operational budget.

### MailOnline – Senior Video Producer

New York, NY, 2015-2017

Monitored a research and video production team to meet production goals on time. Observed copyright laws and followed the appropriate steps to obtain usage rights for videos used on dailymail.com. Shot and edited instructional content.

#### KEY ACHIEVEMENT:

*continued...*

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- Brainstormed, pitched, and produced viral video content that reached over 218M viewers.

## **MAQ Consulting (*contracted to MSN Homepage*)– Content Editor/Lead Video Producer**

New Orleans, LA, 2013 – 2015

Created live video streams for MSN News and Homepage. Curated content for MSN News and mobile app using content management systems.

### **KEY ACHIEVEMENTS:**

- Drove collaboration and production to increase monthly video streams from 12.8M to 40M across MSN network.

## **Health News Florida – Multimedia Journalist/Documentary Filmmaker**

Tampa, FL, 2011-2013

Recorded, edited, and finalized radio pieces for WUSF News, an NPR affiliate. Shot videos on health topics for website. Built blog content for website through mediums of video and audio.

### **KEY ACHIEVEMENTS:**

- Researched and co-produced a high-quality Emmy award-winning documentary about rape in the military.
- Guest lectured for a journalism class at Northwestern University.

## **WINK News – Multimedia Journalist**

Fort Myers, FL, 2009-2011

Adhered to daily production schedule while pitching, shooting, and editing news packages, VOs, and VOSOTs for four consecutive shows. Taught new hires how to do multimedia journalism through hands-on, on-the-job instruction. Performed TV and web interviews. Reported live about breaking news on-site and in studio.

## **WCJB TV 20 News – Video Journalist**

Ocala, FL, 2007-2009

Produced daily news content under pressure, completing all the production steps from research to editing. Secured community contacts and collaborated with sources. Generated website content and filled in as anchor.

## **Education / Training**

**Bachelor of Arts in Communication: Radio and TV Broadcast Journalism**

University of Central Florida – Orlando, Florida