



Maggie Cole, Social Media Specialist & Content Creator

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SKILLS

Effective Time Management

Ability to Work Under Pressure

Adaptability

Leadership Skills

Project Management Skills

Social Media Marketing

Adobe Creative Suite

Event Coverage

Editing Optimized for Social Media

Live Shots

Video Production

News Storytelling & Reporting

Multimedia Storytelling

Event Coverage & Booking

Digital Video Production

ABOUT ME

Social Media Specialist & Digital Content Creator with 5+ years of experience managing social platforms and producing engaging, platform-native video content. Skilled in content strategy, scripting, and execution to drive audience growth and engagement. Collaborative and adaptable, with a proven ability to lead projects in fast-paced environments and create compelling, trend-savvy content that resonates with diverse audiences.

EMPLOYMENT HISTORY

Content Creator & Social Media Specialist, CBS News New York

Nov 2024 — Present, New York City

Overseeing daily strategy and execution across all social media platforms. Conceptualized and produced high-impact video content tailored for each platform, driving a 25% increase in viewer engagement. Wrote and scripted compelling, platform-specific content to captivate digital audiences and convey key stories effectively. Partnered with the news team to develop and execute creative strategies for capturing and optimizing video assets for social media distribution.

Digital and Streaming Producer, CBS News New York

Nov 2023 — Oct 2024, New York City

Conceptualized, planned, and produced high-quality video content for streaming and digital platforms, increasing viewer engagement by 25% over six months. - Conducted in-depth research and collected information to develop compelling story lines and scripts. Utilized a variety of digital audio tools to edit and mix audio for broadcast, film, and video production

Head of Original Video Content, The Daily Mail

Oct 2022 — Oct 2023, New York City

Produced, shot, edited, and scripted high-quality video content for digital platforms using Adobe Premiere. - Pitched story ideas, conducted interviews, and filmed journalists for long-form video originals. - Managed all aspects of video production, from concept to final edit, in a fast-paced breaking news environment. Managed content creation and publication process, ensuring timely and accurate delivery of content

Video Producer, The Daily Mail

Oct 2021 — Oct 2022, New York City

Produced site-specific video content for digital platforms, optimizing formats for each to boost engagement. - Collaborated with video journalists to capture and edit timely content for breaking news using Adobe Premiere.

EDUCATION

Sarah Lawrence College, Journalism & Video Production

Aug 2017 — May 2021