



Tracey Marx Bernstein

Represented by **The NWT Group**

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EXPERIENCE

Yahoo, New York City, NY Executive Content Producer: Diversity, Equity, Inclusion & Culture

February 2021 – Present

- Conceptualize vision and produce DE&I editorial content across Yahoo Brand
- Project Manage team to produce segments for Yahoo Specials
- Assist Brand teams in developing creative concepts for Cultural events, including graphic elements and editorial vision
- Oversee quality control and final script edits
- Responsible for Social Media Strategy, SEO and analytics for Heritage Events and Yahoo Finance Plus
- Responsible for keeping production on budget
- Edit and write scripts/articles

Yahoo Finance, New York City, NY

Senior Producer

September 2018 – February 2021

- Manage team of producers, writers and pa's for a live, daily 2 hour business show
- Lead daily editorial meetings to program shows for the next day and beyond
- Oversee live broadcast of streaming content in the control room, including breaking news
- Track effectiveness of our daily content by measuring MAUs, DAUs, and VODs
- Responsible for growing our audience month-over-month
- Develop, evaluate, and grow staff performance
- Write articles pertaining to market activity or business news

Sidford House, New York City, NY

March 2017 – August 2020

Executive Producer/Showrunner

- Specialized in documentaries, podcasting and nonfiction story telling

919 Marketing, Raleigh, NC

Senior Content Strategist/

May 2018 – September 2018

Account Manager

- Implement marketing campaigns to motivate and engage customers

YM & YWHA of Washington Heights and Inwood, NYC, NY

November 2017 – May 2018

Digital Media Specialist

- Create short-form videos for social media, including storyboard, shoot and edit
- Responsible for Social Media Strategy, SEO and analytics
- Assisted CEO and managed office budget
- Organized Drive for Puerto Rico, collecting goods and merchandise to ship

ABC News, New York City, NY

Senior Producer

August 2004 – December 2016

- Designed and drove editorial for top rated Saturday and Sunday morning program
- Led editorial meetings, encouraging staffers to pitch and execute great story ideas
- Ensured the selection of content and highlights are consistent with viewer trends by using reporting tools to drive content to where the audience is while applying sound editorial judgment
- Fully understand the technical process in which our content is delivered to viewers and have the ability to provide guidance and solutions to problems
- Oversaw live broadcast in Control Room, including breaking news
- Responsible for audience growth in target audience year-to-year
- Managed 30 plus person editorial staff and provided written and verbal feedback
- Responsible for digital content across platforms, features and long form projects
- Evaluated, developed, and managed staff performance, hired junior staff

TechTV, San Francisco, CA

Producer

August 2001 – July 2004

- Oversaw live broadcast in Control Room, including breaking news
- Managed Content and staff for to 2 hour daypart
- Produced specials on Technology in Music, Movies and Finance

Awards

- Emmy - Outstanding Morning Program 2016 & 2017
- Emmy - Outstanding Morning Program 2013-2014
- Peabody - Coverage for "Super Storm Sandy" - University of Georgia 2012

Skills

- Editing: Avid/Adobe
- Inews, ENPS

Social Media



@traceyd07

1.9K followers



@tmarx



@trason2011



Traceymarxbernstein

Education

University of Colorado, Boulder
BS in Journalism