

ELIZABETH MAYO

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PROFESSIONAL EXPERIENCE

CNN (New York, NY) | *Digital Producer, Early Start & Starting Point* | 2012—2013

- Digital production liaison for morning shows and CNN.com. Edited news-making segments from air for web, created engaging digital content and promoted on social media.
 - o Expanded social media strategy for morning shows. Doubled followers to @cnnmornings Twitter account in one year. Both shows' Facebook and Twitter accounts regularly led the network in social media growth.
 - o Pioneered show-based usage of live-blogging platform ScribbleLive.com, resulting in increased day-over-day viewer engagement. Also initiated successful iReport project "Votergraph" which took hundreds of stories from early voters into the broadcasts.
 - o Field produced, booked guests and created digital elements for daily broadcasts, including major coverage of Iowa Caucus, New Hampshire primary, SXSW, Aurora theater shooting and papal conclave.

CNN (New York, NY) | *Digital and Editorial Producer, American Morning* | 2010—2012

- Booked news-making guests and pitched trend stories for the network's flagship morning show.
 - o Participated in daily multiplatform network newsgathering. Booked news-making interviews for Peabody award-winning coverage of the 2010 BP oil spill and the 2011 "Arab Spring."
 - o Booked, produced live & pre-recorded pieces for Royal Wedding coverage, including exclusive interviews with the U.S. Ambassador to the U.K. and Fmr. U.K. Prime Minister Gordon Brown.
- Supervised production and redesign of show blog CNN.com/AM
 - o Implemented social media strategy resulting in significant increase in traffic, cited in at least one network press release. Significantly increased audience for show's Twitter and Facebook feeds.
 - o Pioneered network usage of sentiment analysis with Crimson Hexagon's platform, produced multiple hits during 2010 midterm election coverage.

First30Days.com (New York, NY) | *Senior Editor and Podcast Producer* | 2007—2009

- Supervised team of writers & guided community development of First30Days.com, a startup lifestyle website funded by Hearst & fmr. Citigroup chairman Richard Parsons. Edited content packages for style, accuracy and SEO.
 - o Booked and produced 50+ podcasts, featuring A-list guests Cherie Blair, Wayne Dyer, Jenny McCarthy, Scott Hamilton, Marianne Williamson, Bob Harper and Dean Ornish, M.D.
 - o Managed content distribution & partnerships with Redbook, Cosmopolitan, Reader's Digest, New York Daily News, and TheFrisky.com. Also served as ghostwriter for articles.

Court TV (New York, NY) | *Associate Producer* | 2004—2005

- Researched and tracked major court cases across 12 states as they proceed to trial, including the Pittman/Zoloff case in South Carolina and Redmond/Beauty queen murder case in Georgia.
 - o Reported on trials and pitched stories to programming executives for coverage.
 - o Managed six freelancers and maintained relationships with local prosecutors, judges and defense attorneys.

ADDITIONAL EXPERIENCE

- Provided research, editing and fact-checking services to *Vanity Fair* writer-at-large Marie Brenner for latest book *Apples & Oranges*; booked publicity for national book tour; coordinated Boston University archive. (2003-2010)
- Researcher for 2009 BBC documentary "The Madoff Hustle" on Bernard Madoff scandal.
- Event/production coordinator for Tribeca Film Festival, IFP Gotham Awards & Director's Guild Honors (2000-2002)

TECHNICAL SKILLS

Proficiency with: Dreamweaver; Flash; HTML; CSS; Wordpress; SEO; LexisNexis; Factiva; Final Cut Pro; Avstar/Inews; MS Office; Photoshop; Social media (Twitter, Facebook, Google+, GetGlue, Vine, Pinterest); Various content management systems.
Language: Excellent English grammar and editing skills; Conversant in Spanish with dual US/EU citizenship.

EDUCATION

New York University (New York, NY) | *BA in English Literature & Journalism and Mass Communications* | 2002

- NYU Dean's List and National Dean's List.