

CHARISSA ISIDRO

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PROFESSIONAL EXPERIENCE

Audience Development Editor, Bloomberg News

New York, NY; October 2021 – present

- Assist daily with breaking news and schedule politics stories on social platforms
- Maintain social strategy for politics vertical on Twitter, Facebook, Instagram, Reddit, TikTok including audience-building tasks, vertical video requests, and live audio events
- Coordinated social and video coverage for 2022 US Midterms and on Capitol Hill
- Launched the Bloomberg Politics Instagram and TikTok accounts
- Implemented social plans for multiple newsletter and podcast launches

Social Media Editor, The Daily Beast

New York, NY; November 2019 – October 2021

- Pitched stories daily to news partners, breaking news and exclusive threads to Twitter
- Scheduled push alerts, daily social posts for stories on Facebook and Twitter
- Created daily graphics and video posts for Instagram, stories, reels, and TikTok
- Planned inclusive heritage month content, including vertical video and live interviews
- Coordinated social posts for ad content, special infographic projects, podcast promotion
- Wrote opinion content on race and equity in sports, politics, labor, travel

Social Media Lead, Asian CineVision

New York, NY; 2018 – 2021

- Moderated filmmaker panels for “We Don’t Dance for Nothing” at Asia Society during AAIFF45, as well as “New York, I Missed You” at AAIFF44 and the Brooklyn Museum
- Led all social media strategy for AAIFF43’s virtual festival including promotional copy, graphics content, and filmmaker interviews on Instagram Live
- Coordinated all content for social media and newsletter in lead up to AAIFF42
- Created marketing campaigns to promote the organization and events – wrote feature profiles of participating filmmakers, launched #AnAsianCasting hashtag project
- Organized media panel “Immigration: Empathy & Solidarity on the Screen”
- Recruited sponsors and community partners, acted as liaison for talent during AAIFF41

Graphics Producer, MSNBC Live with Ali Velshi

New York, NY; December 2017 – November 2019

- Ordered and oversaw the daily creation of graphics for air, monitor social for visuals
- Monitored social media for visual elements during breaking news
- Wrote and produced short VO-SOT tells for air
- Clipped and published compelling segments for website and social platforms
- Collect and evaluate potential questions for branded segment #AskAliVelshi
- Assisted field producer and talent on one-day shoot in the Bronx

SKILLS

Technical

- Editing: TikTok, Adobe Premiere, Final Cut Pro, Avid Media Composer
- Adobe: InDesign, Photoshop, Lightroom, After Effects
- Photography: Analog film, DSLRs

Industry

- Social Flow, Parsely, Crowdtangle, Pushly
- iNews, Media Central
- Dali, Viz Pilot
- Wildmoka, MPX

Administrative

- Microsoft Office:
- Mailchimp, Slack

Language

- Fluent: English, Tagalog
- Intermediate: German
- Beginner: Spanish, Arabic

EDUCATION

B.A. in Journalism, Social and Cultural Analysis, *cum laude*

New York University
May 2017

College of Arts and Sciences
Presidential Honor Scholar,
Journalism Honors Advanced
Reporting, Social and Cultural
Analysis Honors Thesis

LEADERSHIP EXPERIENCE

Social Committee Organizer for Bloomberg’s Pan-Asian Community

2022 – present

Co-President of Asian Heritage Month at NYU, New York City Asian American Student Conference

2016 – 2017

Public Relations Committee Chair of NYU’s Syrian Refugee Awareness Week

Spring 2017