

# DANI GOLUB BURNS

SENIOR SOCIAL MEDIA MANAGER, PRODUCER, WRITER, REPORTER

818-429-1637

danigolub22@gmail.com

@danigolub



## WORK EXPERIENCE

### **The Bachelor Franchise – Supervising Digital Producer: Sept 2021 to Present**

- Manage all of Bachelor Nation’s social pages with over 1.5 million combined followers
- Oversee social calendars and scheduling for all Bachelor Nation content across platforms
- Develop new digital series and create original social content for all Bachelor Nation digital platforms
- Pitch, write, and edit 5-7 news stories per day to cover breaking news for the Bachelor Nation audience while managing a team of writers + interview cast members for exclusive interviews
- Write fan newsletter for Bachelor Nation fans and write all copy for Bachelor Nation social handles
- Produce five weekly episodes of Bachelor Happy Hour podcast hosted by Bachelor Nation talent

### **Hearst/Clevver – Senior Entertainment News Producer: April 2019 to Sept 2021**

- Write, produce, and host 4-6 entertainment news stories per day for the Clevver audience (15+ million subscribers across YouTube channels)
- Manage YouTube channel for Clevver News and Clevver Style and write social copy for all videos
- Research and pitch ideas for stories while keeping up-to-date on trending news and meeting tight deadlines for scripts as news breaks
- Develop and create new formats and digital series for Clevver

### **Yahoo – Entertainment/Lifestyle Writer, Producer, Social Media Manager: Sept 2017 to April 2019**

- Write, produce, and edit Yahoo Entertainment and Yahoo Lifestyle news stories (videos and articles) as they break (4-6 stories per day)
- Social media community management, content creation, and posting for Yahoo’s Facebook, Twitter, and Instagram (5+ million followers)
- Cover red carpets for Yahoo Entertainment - conduct celebrity interviews, brainstorm questions, shoot, and edit spcoal content on the fly
- Develop, host, and produce new series for Yahoo Lifestyle - created a series called “Sweet Spot” with multiple episodes breaking 1 million views

### **NBC Entertainment – Digital Production Coordinator: March 2016 to Sept 2017**

- Handle full scope of production including research, booking vendors/talent,
- Build monthly, quarterly and yearly budget reports, as well as fielding vendor/invoicing questions
- Create social content for NBC shows (The Voice, The Good Place, and more) for all digital platforms

## EDUCATION

### **University of Wisconsin-Madison: Aug 2011 to May 2015**

- Bachelor of Arts Degree
- Grade point average: 3.8 - magna cum laude - Dean’s List
- Major: Journalism and Mass Communication
- Minor: Digital Studies; Theater & Dramatic Arts
- Chi Omega Fraternity - Executive Board Member
- Study abroad - Journalism school at University of Westminster in London, England

## SKILLS

Social Media Growth, Social Media Calendars, SEO, Newsletters, Editorial Writing, Long Form Content, Evergreen Content, Breaking News Coverage, Working In CMS, Premiere Pro, Wordpress, Livestreaming, Social Media Management, Microsoft Office/Outlook, Sprout, Hootsuite, Later, Splice, Blog Content, UGC

## ADDITIONAL PROFESSIONAL EXPERIENCE

E! News, Betches, CNN, Sirius XM, National Geographic, TikTok Live, and more