

# Dani Golub Burns

Los Angeles, CA

T: (818)429-1637 E: danigolub22@gmail.com

danigolub.com @danigolub

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## Media Industry Experience

**The Bachelor Franchise – Senior Digital Writer/Reporter:** September 2021 to Present, Burbank, CA

- Pitch, write, research, and edit 5-7 news stories per day and cover breaking news for the Bachelor Nation audience
- Manage CMS and source all photo, video, and social assets for BachelorNation.com
- Interview past and present Bachelor Nation cast members for exclusive interviews appearing across Bachelor platforms
- Develop new digital series for all Bachelor Nation digital platforms including the website
- Write monthly newsletter for Bachelor Nation fans and write all social copy for Bachelor Nation social handles

**Favored.Live/Market.Live – On-Air Host:** September 2022 to Present, Culver City, CA

- Host livestream shopping shows that are anywhere from 40 minutes to three hours to an audience of thousands
- Sell products, engage with live audience, work alongside A-list talent/executives
- Promote live stream shows on social media and create content for brands/products sold on the streams

**Hearst – Lead Entertainment News Writer, Reporter, and Producer:** April 2019 to September 2021, Hearst/Clevver News, Santa Monica, CA

- Write, produce, and host 4-6 entertainment news stories per day for the Clevver audience (15 million subscribers across YouTube channels)
- Research and pitch ideas for stories while keeping up-to-date on trending news and meeting tight deadlines for scripts as news breaks
- Host, produce, and develop new formats for Clevver like our series “Internetiquette” and “Newsroom”

**Betches Media, Health Digest, Nicki Swift, Merriam-Webster, and more – Freelance Writer:** September 2020 to Present, Remote

- Write, research, and pitch long form news articles covering a wide variety of celebrity, pop culture, health, and wellness related topics
- Write e-commerce content about a variety of products from fitness/nutrition to fashion/beauty and more for Merriam-Webster’s new site

**Yahoo – Entertainment/Lifestyle Writer, Producer, Reporter:** September 2017 to April 2019, Yahoo Entertainment, Playa Vista, CA

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

**NBC Entertainment – Digital Production Coordinator:** March 2016 to September 2017, NBC Universal, Universal City, CA

- Support with full scope of production including research, booking vendors/talent, pre-interviewing, and talent wrangling
- Create monthly, quarterly and yearly budget reports, as well as fielding vendor/invoicing questions and issues
- Support NBC Digital Department: handling busy desks, scheduling/administrative work for one SVP and three VPs

**SiriusXM Radio and AfterBuzzTV – On-Air Host/Writer:** January 2016 to Present, Los Angeles, CA

- Co-host Maria Menounos’s SiriusXM radio show “Conversations with Maria Menounos” and talk all things entertainment, health, news, and more
- Prepare segment ideas, research news stories, and interview guests
- Anchor live AfterBuzz AfterShows and host red carpets for Maria’s YouTube Channel w/ 23+ million weekly downloads

**E! Entertainment – Production Assistant:** August 2015 to March 2016, E! International, Bravo, Oxygen and Esquire, Los Angeles, CA

- Create short form video content for NBC Universal’s digital subscription reality TV streaming service (Hayu)
- Write creative headlines, descriptions and tags for video snippets for worldwide user viewing/sharing

## 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, National Honor Society
- Major: Journalism and Mass Communication; Minors: Digital Studies; Theater & Dramatic Arts
- Chi Omega Fraternity - Executive Board Member: Aug 2011 to May 2015.

**Special Skills** – SEO, Script Writing, Editorial Writing, Blog Content, Long Form Content, Evergreen Content, Breaking News Coverage, Working In CMS, Trending Topics, Premiere Pro, iMovie, Teleprompter, Wordpress, Social Media, Microsoft Office/Outlook, Social Flow