

LARA BERMAN KRINSKY

(917) 680-1353 | Lara@LaraKrinsky.com | Brooklyn, New York

Demos: www.LaraKrinsky.com | LinkedIn profile: www.linkedin.com/in/laraberman

AREAS OF EXPERTISE

- Content Creation – All Phases of Broadcast Production, Print, Social Media, Blogs, PowerPoint Presentations, Collateral
- Exceptional Writing, Presentation and Interpersonal Communication Skills
- Extensive On-Air Experience: Live Reports, Anchoring, Voice Over
- Copywriting, Editing, Storytelling, Messaging
- Strong Interviewer
- The Middle East

EXPERIENCE

Jewish News 1 (JN1)

5/2012—10/2013

Los Angeles Correspondent for International News Network

LA, CA

- Produced original video content for web and broadcast mediums in deadline driven environment, incorporating vast knowledge of all phases of television production.
 - Identified and pitched stories, pursued leads, conducted and filmed interviews, attained b-roll, wrote scripts, edited footage, and provided segment collateral.
- In addition to broadcast copy, wrote supporting print synopses, social media copy, blogs, and scripts for translation services.

Israel in Context

5/2011—5/2013

Creator, Writer, Anchor of “Daily Show”-Style Series for Israel

LA, CA

- Developed concepts, wrote and produced satire video series and “one-off” viral web content.
- Developed and executed social media marketing campaigns, using Google Analytics and Facebook Insights to optimize communication strategies.
- Acquired sponsorships and cross-promotional opportunities.

O Magazine, The Discovery Network, CU@USC, JPost and others

8/2006—5/2012

Journalist—Anchor, Reporter, Blogger, Online Video Producer

LA, CA | Jerusalem, Israel

- Favorite interviews: Dustin Hoffman, Rachel McAdams, Steve Carell and Joan Rivers.
- Hosted live, TV, talk show in Los Angeles for 2 years.
- Covered red carpets, live events, press junkets and film festivals.
- Produced brand-consistent, on-air broadcast and print reports from conception to completion in deadline-driven environment: developed leads, researched, interviewed, fact checked, wrote, and video edited.
- Integrated marketing strategies, leveraging targeted traffic tactics to maximize segment mileage.

EDUCATION

Ariel University | Certificate | New Media & Public Diplomacy | 2012

University of Southern California | Annenberg School of Communication | Master’s Degree | Journalism | 2008

New York University | Tisch School of the Arts | Bachelor of Fine Arts | Drama | 2002

OTHER

Technical Skills

Video Editing (Premiere, AVID), Photoshop, Wordpress, HTML, MS PowerPoint

Languages

Conversational Hebrew | Basic Spanish

Interests

Traveling | Entrepreneurship | Krav Maga | Musical Theater | Board Games | Dogs

Background

Dual Citizen (USA, Israel), Native Texan, Longtime Angeleno, New York Boomerang