

Dyana Goldman Lederman (she/her)

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SUMMARY

Creative writer, editor, podcast, and video producer offering 10+ years' production experience creating innovative content in various mediums. Skilled content creator with talent for comedic storytelling, writing and the capacity to handle internal organization, editorial notes, talent and crew communication and team leadership requirements.

PROFESSIONAL EXPERIENCE

Contributing Author, January 2010 - Present, POPSUGAR, PureWow, Hello Giggles, Scary Mommy, Arrived LA

- Pitch article topics to editors at several outlets
- Conduct article research and interview experts
- Write articles on topics including entertainment, food, wellness, travel, and motherhood

Contract Producer, 2022, Amazon Wondery

- Pitched concepts for Call Me Curious Podcast episodes
- Researched episode topics, created outlines and narrative for episodes
- Performed guest outreach, booked guests, conducted pre-interviews and coordinated logistics and tech needed for episode recording
- Attended recording, provided feedback to host and guests in real time

Senior Podcast Producer, 2021 - 2022, Kast Media

Podcast Producer, 2020 - 2021

- Oversaw and provided strategic guidance for several podcasts; led a team of producers, associate producers, and a pod technical lead
- Developed creative — set design, cover art, theme music, run of show — for new podcast launches including The Sarah Silverman Podcast, Welcome to the OC, Bitches!, Twilight Effect, Second In Command: A Veep Rewatch, We Have the Receipts (in partnership with Netflix), and Revealing Your Secrets with Alyx Weiss
- Managed budgets, equipment setup, and test pilot arrangements for new show launches
- Collaborated with Head of Marketing to increase revenue and strategically grow a show
- Tracked show analytics and provided monthly reports to external partners and talent
- Coordinated guest bookings, produced game segments, sourced listener voicemails, created episode breakdowns, collected assets, took day-of recording notes, pulled social media clips and ran weekly pre-production meetings; collaborated with sales team to ensure proper ad reads
- Uploaded edits to hosting platforms; wrote show titles and episode descriptions

Content Writer, CBS Interactive, 2020 - 2021

- Created article content for DABL website based on existing videos as well as original articles for “DABL at Home” section

- Conceptualized social media posts for DABL design team to create

Producer (Freelance), POPSUGAR Fitness, 2019 - 2020

- Wrote editing notes using Frame.io to review content for GLOW and social channels
- Sourced relevant music and archival footage, reviewed options and cleared for use
- Provided on-set support to Director; aided in gathering social assets

Staff Writer - the Doctors, CBS Interactive, 2018 - 2019

- Conceptualized topics and buzz-worthy content based off of "The Doctors" episodes
- Wrote, edited and uploaded 25 articles per week on CMS platform
- Wrote brand integration content for "The Doctors" website and social platform

Writers' Assistant - LA to Vegas, 20th Century Fox, 2017 - 2018

- Proofread and edited scripts; oversaw organization of writers' room; took pitch notes

Copywriter (Freelance), Grand Central Marketing/The Twenty Twenty Agency, 2010 - 2017

- Created social media content for clients SweatStyle and 7TRUE; increased SweatStyle Facebook followers by 175% and Instagram followers by 55%
- Wrote weekly emails for SweatStyle blog and subscribers
- Coordinated large-scale events, promo tours and PR stunts in accordance with client goals and objectives
- Wrote copy and content for client (social media, blog, website and sweepstakes) such as Warner Bros. & Woodbridge Wines; assisted in execution of PR campaigns through blogger outreach
- Worked at events as brand ambassador for company clients

Associate Editor, Hungry Girl, 2016 - 2017

- Edited and managed revisions for newsletters, online content, social media and marketing content for 2.5M subscribers of lifestyle website
- Created and tracked editorial calendar; brainstormed content and themes for calendar
- Wrote over 75 health/food-related articles for *hungry-girl.com* and partner sites: *people.com* and *verywell.com*
- Strategized, executed and managed marketing campaigns for the Official Hungry Girl Cruise

Television Production Department, Warner Bros, Sony Television, NBC Universal, HBO, 2010 - 2016

- Worked in production on several television shows and pilots (including *Happy Endings*, *Entourage*, *Growing Up Fisher*, *Ground Floor*, *Undateable LIVE*); provided producer and crew support
- Coordinated table reads, on-site press visits, MOS shoots; organized wrap parties for over 200 people; maintained VIP requests and seating at *Undateable LIVE* tapings

EDUCATION AND TRAINING

The George Washington University - BBA Marketing/Event Management Double Major, Communications Minor; graduated Summa Cum Laude; awarded Outstanding Marketing Student of the Year and The Wall Street Journal Leadership Award

Columbia Business School - Digital Marketing: Customer Engagement, Social Media, Planning & Analytics, Certificate