

Chelsea Frisbie

PRODUCER WRITER CURATOR

chelseaLfrisbie@gmail.com

www.chelseaffrisbie.com

CORE QUALIFICATIONS:

Senior producer and news commentator with 9+ years of experience crafting narrative-driven, socially impactful content across digital and broadcast platforms. Skilled in scripting, hosting, editing, and collaborating in newsrooms to turn complex issues into compelling, accessible stories. Proven track record of driving significant audience growth and brand visibility through high-impact storytelling, contributing to top-tier engagement and follower expansion.

SENIOR PRODUCER

NowThis Impact, March 2022–Present

- Produced, written, and hosted original video content on politics, identity, culture, and social justice, translating complex topics into compelling, accessible storytelling across platforms.
- Specific focus on reproductive rights, MAGA extremism, immigration issues, and economic explainers, while introducing Democratic ideas to a young, social-first audience.
- Pitched, researched, scripted, fact-checked, and edited stories from inception through post-production, with a strong emphasis on accountability and journalistic integrity.
- Served as on-camera and voice-over talent for news explainers, with an engaging, authoritative presence across op-eds and field-based reporting.
- Conducted interviews with a diverse range of guests, including public figures and cultural voices, ensuring strong editorial alignment and engaging narrative arcs.
- Spearheaded content that helped grow NowThis Impact's audience to over 1 billion views ahead of the 2024 presidential election, and continued that growth post-election to reach 5 million followers on TikTok
- Contributed to NowThis Impact's ranking among the Top 10 fastest-growing political news channels on YouTube, driving exponential growth through strategic content development and audience engagement.
- Adapted long-form reports into optimized content per platform (YouTube, TikTok, Instagram), showcasing flexibility in voice and format to reach nontraditional news consumers.
- Supervised editorial calendars and team operations, stepping into leadership roles during manager absences and guiding content strategy and tone.

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CONTENT PRODUCER AND CURATOR

Hearst Television, July 2017–Mar 2022

- Created long-form documentary-style digital video series for VeryLocal, focused on social issues, true crime, and human interest stories, demonstrating strong editorial judgment.
- Identified and adapted newsroom content from Hearst affiliates into cohesive, resonant narratives for broader, social-first audiences.
- Key contributor to the development and execution of Hearst Television's digital video strategy under the VeryLocal and Stitch brands by helping determine content direction and formats that drove engagement and defined the brand's digital identity.
- Conducted original reporting, research, scripting, and pre-interviews to develop narrative-driven stories tailored for OTT platforms and digital audiences.
- Voiced scripted segments for digital shows, contributing a consistent and credible voice to branded storytelling.
- Assisted in post-production processes, providing script revisions, editing input, and creative oversight to ensure tone and accuracy.
- Identified viral and high-impact story opportunities by analyzing trends and leveraging news judgment.
- Edited stories and scripts to meet AP style and platform-specific standards, ensuring content clarity and audience engagement.

DIGITAL CONTENT PRODUCER (Contract)

Discovery Communications, June 2016–Sept 2016

- Developed short-form digital videos from network programming (e.g., Shark Week), optimizing them for high-performance across Facebook and Instagram (videos reached up to 18M views).
- Researched and scripted over 30 videos in 3 months, maintaining accuracy and brand tone across editorial workflows.
- Collaborated closely with in-house development and editorial teams to shape storytelling approaches for diverse audiences.

BACHELOR OF ARTS, Broadcast Communication

State University of New York at Oswego, 2015

Minor: Women and Gender Studies