

Dyana (Goldman) Lederman (she/her)

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SUMMARY

Creative writer, editor and producer offering 10+ years' production experience creating impactful, fresh and innovative content in various mediums. Skilled content creator with natural talent for comedic storytelling, writing, and the capacity to handle internal organization, editorial notes, talent and crew communication, and team leadership requirements. Team-oriented and tactical with strategic approach to managing diverse requirements. Constantly looking to learn, grow, and lead with curiosity.

SKILLS

- Strong creative vision
- Copyediting and proofreading
- Production operations
- Concept development
- Planning and coordination
- Relationship development
- Organization
- Communications
- Administrative support
- MS Office, Art19, Frame.io, Descript, FinalCut Pro, OMNY, riverside.fm

EXPERIENCE

Senior Producer, April 2021-Present, Kast Media

- Oversee and provide strategic oversight of several Kast shows as well as lead a team of producers, associate producer, and pod tech lead
- Develop creative — set design, cover art, theme music, run of show — for new podcast launches including The Twilight Effect, Second In Command: A Veep Rewatch, We Have the Receipts (in partnership with Netflix), and an upcoming Alyx Weiss project.
- Manage budget, equipment setup, and test pilot arrangements for new show launches.
- Provide connectivity between sales team and production to ensure high-quality ad reads and sponsor integrations
- Collaborate closely with Head of Marketing to identify ways to increase revenue and strategically grow a show.
- Continue to run production on The Sarah Silverman Podcast and Welcome to the OC, Bitches!

Podcast Producer, August 2020- April 2021, Kast Media

Los Angeles, CA

- Aided in the launch of the Sarah Silverman Podcast and Welcome to the OC, Bitches!. Worked with talent to find creative vision and the structure of the podcast.
- Coordinate guest bookings, produce game segments, source listener voicemails, create episode breakdowns, collect assets as needed for recordings. Take day-of recording notes,

pull clips for social media, and run weekly pre-production meetings. Collaborate with ad sales team to ensure proper ad reads.

- Coordinated production schedules, editing, and recording scheduling. Managed edit revisions and client internal producer notes and edits.
- Coordinated with Jay Shetty team to receive all weekly assets for editors. QA all editor cuts before sending to client.
- Upload edits to hosting platforms. Write show titles and episode descriptions.

Content Writer, CBS Interactive, August 2020-July 2021

- Create article content for DABL website based off of existing videos as well as original articles for "DABL at Home" section
- Conceptualize social media posts for DABL design team to create

Producer (Freelance), POPSUGAR Fitness, December 2019-April 2020

Culver City, CA

- Applied knowledge of story development plan to complete topic research and filter information.
- Handled video editing tasks using Frame.io to review for GLOW platform and POPSUGAR 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, September 2018-May 2019

Los Angeles, CA

- 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.

Writer's Assistant, 20th Century Fox, June 2017-March 2018

Los Angeles, CA

- Proofread and edited scripts written to correct mistakes prior to sending for network and studio approval.
- Oversaw organization of writers' room. Stocked kitchen, supplies, and coordinated daily meals.
- Acted as additional writers' assistant when needed taking notes. Printed and distributed scripts and revisions to all writers.

Copywriter/Social Media Manager (Freelance), Grand Central Marketing/The Twenty Twenty Agency, January 2010-October 2017

Los Angeles, CA

- Created social media content (Facebook, Instagram, Twitter) 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 & PR stunts in accordance with goals and client objectives

- Wrote copy & content for client (social media, blog, website & sweepstakes) such as Warner Bros. & Woodbridge Wines; assisted in execution of PR campaigns through blogger outreach
- Worked events as brand ambassador for GMC clients

Associate Editor, Hungry Girl, August 2016-June 2017

Woodland Hills, CA

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

Television Production Experience: PA, Production Secretary, Production Coordinator

Warner Bros, Sony Television, NBC Universal, HBO, August 2010-June 2016

Los Angeles, CA

- Worked in the production department of several television shows and pilots (including *Happy Endings*, *Entourage*, *Growing Up Fisher*, *Ground Floor*, *Undateable LIVE*)
- Provided support to producers. Sent crew daily emails with call sheets, DOOD, production schedules. 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

BBA

Marketing/Event Management, The George Washington University, Washington, DC May 2007

ACTIVITIES AND HONORS

- Freelance contributing author: POPSUGAR, HelloGiggles, PureWow, Bunny Ears
- Graduated Summa Cum Laude; Outstanding Marketing Student of the Year; Wall Street Journal Leadership Award
- Completed UCB Sketch Writing & Level 1 Improv; Building the Story Outline & Writing the Sitcom at UCLA Extension Writers' Program; Completed Pretty, Funny Woman stand-up comedy class, selected writer for Women's Weekend Film Challenge
- HubSpot Academy, Content Marketing Certified & Email Marketing Certified
- Volunteer: Reading to Kids