

Jamie Rodgers

Digital Producer & Content Strategist

Los Angeles, CA

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Summary

Digital producer and content strategist with over 10 years of experience in video production, editorial programming, and digital media. Skilled in content programming, CMS management, and audience engagement across streaming, social, and digital platforms. Strong communicator and strategic thinker with a deep passion for entertainment, pop culture, and sports media. Proven ability to leverage data-driven insights to shape programming strategies and optimize content performance.

Experience

Interactive One / Video Producer & Editor

NOVEMBER 2020 - FEBRUARY 2025, REMOTE

- Managed digital video production for multiple series, overseeing production schedules and ensuring timely delivery.
- Developed and maintained production rundowns, streamlining workflows to enhance efficiency and optimize content for user engagement.
- Led story selection and editorial strategy, refining content delivery to align with evolving audience trends and maximize engagement.
- Managed CMS workflows, overseeing video publishing, optimizing content discoverability, and ensuring seamless syndication across multiple platforms.
- Collaborated with cross-functional teams including marketing, operations, and analytics to align content strategy with business objectives.

RKR Media / Associate Digital Producer, Hollywood's Architect

FEBRUARY 2019 - NOVEMBER 2020, REMOTE

- Assisted in content curation, research, and asset management for a PBS documentary.
- Ensured proper digital asset organization and metadata tagging for seamless retrieval of production materials.
- Coordinated post-production workflows, ensuring edits aligned with the documentary's creative vision.

NBC News / Multiplatform Producer, The Today Show

NOVEMBER 2016 - FEBRUARY 2019, NEW YORK, NY

- Curated and programmed digital video content across streaming and social platforms.
- Managed content distribution across Roku, Apple TV, Amazon Fire TV, and other third-party platforms.
- Increased monthly video views from 10M to 40M and grew YouTube subscribers by 350% in 20 months through strategic editorial programming.
- Developed and executive-produced TODAY's digital celebrity interview series, overseeing pre-production, booking, and editorial direction.
- Ensured seamless CMS asset management and optimized content workflows for

distribution.

NBC News / Video Desk Producer

OCTOBER 2015 - NOVEMBER 2016, NEW YORK, NY

- Produced and edited video segments for NBCNews.com, selecting footage, writing headlines, and creating engaging digital content.
- Managed video distribution for breaking news and political events, ensuring timely publishing across NBC's digital platforms.
- Coordinated video feeds and assets for major events, including political conventions, town halls, and presidential debates.
- Created text-on-video segments to increase social media engagement and drive video viewership across platforms.
- Monitored and curated trending news content, quickly identifying and producing videos aligned with real-time audience interest.

The Paley Center for Media / Client & Visitor Services

MARCH 2014 - OCTOBER 2015, NEW YORK, NY

- Served as a public liaison for media events, ensuring seamless execution for VIP guests, including political figures, celebrities, and industry executives.
- Assisted front-of-house operations for screenings, panels, and high-profile industry events, coordinating logistics and guest experiences.
- Provided research and archival support, assisting internal teams with media preservation and industry trend analysis.
- Trained and onboarded new staff, ensuring consistency in guest services and event execution.

Skills

Content Programming & Strategy

- Editorial Curation & Merchandising
- Content Discovery & Personalization
- Video Distribution & Syndication
- Content Performance Optimization
- Audience Growth & Engagement

Technical & CMS Tools

- Proprietary CMS Management
- Airtable, Frame.io, DFStudio
- Metadata Management & Tagging
- Google Workspace, Microsoft Office
- Anvato Cloud-Based Video Processing

Cross-Functional Collaboration

- Stakeholder Communication
- Operations & Workflow Optimization
- Data-Driven Content Strategy
- Marketing & Production Coordination

Education

Sarah Lawrence College / Undergraduate Studies in Liberal Arts
BRONXVILLE, NY

