

Swetha Farinola

Broadcast Producer

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☎ (956) 267-3339

📍 123 Main Street, Boston, MA 02116

EDUCATION

Bachelor of Arts in Broadcast Journalism at Boston University, MA

Aug 2013 - May 2018

Relevant Coursework: News Reporting and Writing, Broadcast Production, Media Law and Ethics, Digital Media, Investigative Journalism, Television News, Radio Production, Multimedia Storytelling, and News Editing.

LINKS

[linkedin.com/in/swethafarinola](https://www.linkedin.com/in/swethafarinola)

SKILLS

Scriptwriting

Video Editing

Audio Mixing

Camera Operation

Adobe Premiere Pro

Avid Media Composer

Live Streaming

LANGUAGES

English

Russian

HOBBIES

Photography

Podcasting

Travel blogging

PROFILE

A highly skilled Broadcast Producer with 5 years of experience in managing all aspects of television and radio production, from concept development to final delivery. Adept at overseeing creative content, budgets, and timelines, while collaborating with diverse teams to create engaging programming. Demonstrates strong leadership, communication, and problem-solving abilities, ensuring projects meet the highest standards of quality and exceed audience expectations.

EMPLOYMENT HISTORY

● Broadcast Producer at Boston Broadcast Solutions, MA

Mar 2023 - Present

- Successfully increased viewership by 25% within the first year of producing a new morning news show, through innovative storytelling, engaging visuals, and effective cross-promotion with social media platforms.
- Managed a team of 10 professionals to produce over 200 hours of live television content annually, consistently maintaining high-quality production standards and meeting strict deadlines without exceeding the allocated budget.
- Implemented a comprehensive training program for junior producers that led to a 30% increase in their productivity and a 15% reduction in on-air errors, contributing to the overall improvement of the network's reputation and ratings.

● Associate Broadcast Producer at Charles River Media Group, MA

Sep 2018 - Feb 2023

- Successfully managed the production of over 50 broadcast projects within a year, consistently meeting deadlines and staying within budget constraints.
- Implemented new project management software that improved team efficiency by 35% and streamlined communication between internal departments and external clients.
- Developed and maintained relationships with key clients, resulting in a 20% increase in repeat business and a 15% growth in overall revenue for the company.
- Led a team of 10 production staff members on a high-profile, multi-platform campaign for a major client, which resulted in a 25% increase in brand awareness and recognition.

CERTIFICATES

Certified Broadcast Producer (CBP)

Aug 2021

Society of Broadcast Engineers (SBE) Certified Video Engineer (CVE)

Oct 2019

MEMBERSHIPS

National Association of Broadcasters (NAB)