



HALEY DRAZNIN

◆ EMMY-NOMINATED JOURNALIST WITH A PASSION FOR BUSINESS NEWS ◆

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PROFESSIONAL BIO

Emmy-nominated multimedia journalist with more than nine years at an international news outlet. Experience reporting and producing business and political stories across all platforms: television, digital, audio, social and live events. Passion for newsgathering and fact-checking. Reporting focuses on management and careers, financial markets, the global economy, corporate news and industry trends. Strong network of high-profile contacts. Skilled writer, editor, producer, reporter, video and audio journalist. Cross-platform vision with understanding of news consumption habits and engagement optimization.

CAREER HIGHLIGHTS

- **Awards:** 2019 News & Documentary Emmy nomination for outstanding coverage of a breaking news story in a newscast for CNN Newsroom New York bomb evacuation & outstanding breaking news coverage for CNN International Yemen school bus bombing; "Boss Files" recognition by Interactive Advertising Bureau (IAB) as one of the most influential podcast shows
- **High-Profile Interviews:** Mark Zuckerberg, Sundar Pichai, Hillary Clinton, Howard Schultz, Melinda Gates, Warren Buffet, Ivanka Trump, Sheryl Sandberg, Marc Benioff, Justin Trudeau, Supreme Court Justice Ruth Bader Ginsburg & more
- **Breaking News:** 2020 & 2016 presidential elections, international Brexit coverage, hurricane aftermath, domestic terror attacks
- **Compassionate First-Person Stories:** Female inmates at Rikers Island Prison, rehabilitation for California gang members, rural Kentucky voters & Ohio's opioid epidemic (recognized by Trump Administration)

WORK EXPERIENCE

Editor/Reporter
Real Vision
2020 - Present

- Research, pitch and book high-profile guests to appear on the financial media platform
- Host on-camera interviews with public and private company executives; write interview questions and scripts
- Daily on-camera scripted reporting and unscripted analysis on the global economy and financial markets for digital news show
- Launch digital series *Has Everything Changed?* following shifting industry trends caused by Covid-19
- Manage copywriting process - write and approve social, marketing and editorial copy
- Optimize content strategy to grow memberships; analyze data and engagement from published video interviews, develop editorial and programming plan, supervise filming and publish schedule
- Spearhead live events including *Cryptocurrency Gathering*, *Festival of Learning*, and 2020 election

Reporter/Producer
CNN
2011 - 2020

- Launch, oversee and grow CNN Business podcast and digital series *Boss Files with Poppy Harlow*
- Pitch, report, write and edit daily news and enterprise stories for CNN Business
- Develop cross-platform content strategy to reach larger audience; analyze data and engagement to optimize booking, supervise filming and publish schedule, coordinate roll-out across CNN platforms
- Edit SEO, headlines, create promotional content and design graphics for app and social
- Book and manage relationships with high-profile guests
- Manage anchor research and on-air interviews for live CNN Newsroom show
- Pitch, write and book daily news guest segments during editorial meetings
- Write broadcast scripts, update taped packages and communicate rundown changes to anchor during live show through control room
- Field produce - including investigative reports, human-interest stories and breaking news

TECHNICAL SKILLS & AWARDS

- **Writing:** CMS, Wordpress, iNews, Tumblr, Wix, Canva
- **Podcast Editing:** Adobe Audition, Audacity, AdKnit, CMS, Art19
- **Video Editing:** Extensive Adobe Premiere Pro, Adobe Audition, Final Cut Pro, AVID; Basic After Effects, Photoshop, HTML/CSS
- **Camera Operation:** Sony FS7, Sony A7S, Canon C100/C300, Canon 5D

EDUCATION

2009 - 2013 **Emory University**
Atlanta, GA
Bachelor of Arts
Journalism and International Studies