

# DAVID WAXMAN

Creative Producer • Writer • Video Editor • Videographer

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## SUMMARY

Senior Creative Producer with 20+ years of experience crafting mission-focused, high-impact video across broadcast, OTT, nonprofit, government, and digital platforms. A multi-disciplinary storyteller skilled in writing, producing, directing, shooting, and shaping content strategy. Known for strong editorial judgment, collaborative leadership, and the ability to translate complex ideas into clear, accessible, and emotionally resonant narratives. Equally effective in field production, studio environments, and postproduction, delivering polished stories from concept through final output.

## CORE COMPETENCIES

**PREPRODUCTION & PRODUCTION:** Scriptwriting • Story Development • Preproduction Planning • Field Production • Interviewing • Location Lighting • Location Sound • Live Show Coordination

**EDITORIAL:** Editorial Judgment • Story Structure • Content Shaping • Quality Control

**POSTPRODUCTION:** Video Editing • Motion Graphics Oversight • End-to-End Video Production

**LEADERSHIP & COLLABORATION:** Cross-Functional Collaboration • Project Management • Mentorship & Training • Mission-Driven Storytelling

**TOOLS & TECHNOLOGY:** Adobe Premiere Pro, After Effects, Photoshop • DaVinci Resolve • Avid • Generative AI

## PROFESSIONAL EXPERIENCE

**Writer/Producer** • CNN • Atlanta, GA • 2025-present

Produce a wide range of short-form digital and live content under tight deadlines, driving scripts from concept to air for one of the world's most demanding news environments. Collaborate closely with live show teams, control room staff, and senior producers to support breaking news, political coverage, weather segments, entertainment pieces, and human-interest stories.

- Write accurate, engaging scripts, banners, headlines, and segment copy on rapid deadlines
- Produce breaking news, political updates, major weather stories, and daily live show elements
- Produce live content tailored for CNN's FAST platform, shaping segments for streaming audiences
- Coordinate with senior producers, control rooms, and graphics teams to ensure clean, on-time execution
- Manage multiple simultaneous deadlines with clarity, accuracy, and editorial consistency
- Operate independently with minimal supervision in a rapidly shifting news environment

**Content Experience Producer** • LOCAL NOW • Remote • 2022-2024

Led content strategy, user experience optimization, and cross-functional collaboration for a national streaming platform in 225+ U.S. markets. Combined editorial judgment with data-driven insights to improve content discovery, audience engagement, and viewer retention across OTT and mobile.

- Created and tested content rails that significantly boosted time spent viewing (TSV) and improved retention
- Curated all content for the platform, independently driving editorial decisions day-to-day
- Partnered with Product, Design, Engineering, Marketing, and Content Ops teams to align creative and technical goals
- Led QA and workflow testing during a high-impact CMS migration, ensuring smooth integration and improved efficiency
- Designed a celebrity lifecycle database, connecting metadata with catalog assets to streamline archival storytelling
- Developed editorial standards and optimized workflows to improve quality, speed, and consistency

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## **Writer/Producer/Editor • LOCAL NOW • Atlanta, GA/Remote • 2018-2022**

Produced original editorial content ranging from breaking news to explainers to entertainment features. Managed multiple concurrent projects while helping establish the platform's editorial voice and postproduction workflows.

- Produced Our Journey to the Moon, overseeing research, scripting, graphics direction, scoring, and editing end-to-end
- Served as postproduction lead for the high-profile Local Now Explains initiative; trained producers and guided graphics
- Pioneered reporting approaches during the pandemic, balancing health information with platform mission
- Advocated for and won approval to cover the 2020 racial justice protests, influencing newsroom policy
- Maintained content continuity during COVID-19 through training, workflow improvements, and operational leadership

## **Freelance Producer • THE WEATHER CHANNEL • Atlanta, GA • 2015-2018**

Adapted to live-show needs as Producer, Associate Producer, and video editor. Delivered clean, accurate content under tight deadlines while connecting field, control room, and postproduction teams

- Produced and edited segments across multiple dayparts within fast-turn news workflows
- Ensured content accuracy and alignment with network standards
- Supported segment production, editorial refinement, and cross-team coordination

## **Senior Producer/Director/Editor • KRCB (PBS & NPR) • Rohnert Park, CA • 2006-2014**

Led field and studio production for documentaries, pledge events, human-interest stories, and public service programs serving diverse audiences across Northern California.

- Directed pledge events and specials, including Downton Abbey programming recognized for excellence
- Produced KRCB's first-ever HD election broadcast, shaping future station standards
- Created award-winning stories amplifying underserved communities and public health initiatives
- Wrote scripts, booked talent, conducted interviews, operated camera and audio, and edited polished final content
- Mentored junior staff, interns, and volunteers across editorial and production workflows

## **EARLY CAREER**

Freelance Multimedia Producer & Consultant (1996-2015)

Instructor of Digital Video Postproduction — Santa Rosa Junior College (2015)

Studio & Field Operations Director — Petaluma Community Access (2005-2006)

Video Studio Specialist — City and County of San Francisco (2004-2005)

Video & Multimedia Editor — Looking Glass Productions (2004-2005)

Government TV Producer — City of Lake Forest & Lake Bluff (2003)

Public Access Studio Coordinator — AT&T Broadband (2002-2003)

## **EDUCATION**

B.A., Radio–Television (Minor: Cinema–Photography) • Southern Illinois University, Carbondale, IL

## **SELECT WORKS**

Available at [www.waxman.tv](http://www.waxman.tv): explainers, educational shorts, live news segments, public-service storytelling