

KAROLINA RIVAS

2x Emmy-Nominated Producer • New York, NY • [Portfolio](#)

EXPERIENCE

HANNAH CRANSTON MEDIA – PR Agency

April 2025 – Present

Strategic Communications Producer (Rolling Contract)

- Collaborate with account managers and **40+** clients across AI, finance, beauty, food, and health to shape media strategy and secure national placements (Good Morning America, ABC News Live, CNBC).
- Manage client logistics across deliverables, feedback, and on-site support for shoots and media appearances.

GOOD MORNING AMERICA, ABC NEWS

March 2020 – May 2025

Producer, October 2022 – May 2025

- Produced **1,000+** segments (**13M+ weekly viewers**), from pitch to post, managing all phases of production.
- Directed complex, fast-paced shoots across the U.S. and abroad, managing shoot planning, logistics, scripting, budgets, crews, vendors, and celebrity talent (Salma Hayek, Channing Tatum, Olivia Rodrigo).
- Produced branded video content for Apple, Macy's, and TikTok, serving as client-facing lead on productions valued up to **\$500K** and driving renewed multi-platform campaigns across Disney/ABC.
- Served as day-to-day lead for client communication, troubleshooting, and delivery timelines, coordinating **40+ collaborators** per project, including legal, PR, creative, editorial, editors, and social teams.
- Acted as senior producer, approving deliverables, streamlining workflows, and mentoring junior producers.

Associate Producer, March 2021 – October 2022

- Produced multi-day shoots and daily live segments - booking guests, scripting, conducting interviews, and guiding edits through post-production.

Production Associate, March 2020 – March 2021

- Produced overnight tape pieces and live field shoots, including a high-profile segment with music supergroup BTS (**3M+ viewers**).

SKILLS

Field, Studio & Remote Production • Scriptwriting & Story Development • Branded, Creator-First & Integrated Content • Cross-Functional Stakeholder Management (Legal, PR, Creative, Editorial, Marketing) • Approvals & Standards Oversight

- On-Set Logistics, Budget & Vendor Management • Post-Production Oversight • Multi-Platform Content Strategy (Instagram, TikTok, YouTube, X) • Video Editing (Adobe Premiere Pro, CapCut)

AWARDS & RECOGNITION

Daytime Emmy Nominee, *Outstanding Live News Program* - Good Morning America, 2025

Daytime Emmy Nominee, *Outstanding Live News Special* - "Maui Strong 08/17/23," 2024

EDUCATION

B.A. Journalism & Political Science (Double Major) - **University of Nevada, Reno**

LANGUAGES

Spanish (Conversational)