

BRIANA EDWARDS

SOCIAL MEDIA CONTENT PRODUCER | ARTIST & TALENT RELATIONS

EDUCATION

University of Houston
B.A. in Broadcast Journalism with a
minor in Marketing

SKILLS

- Artist Relations & Talent Booking
- Social Media Management
- Content Strategy
- Audience Engagement
- Cross-Functional Project Management
- Video Production & Editing

SOFTWARES

- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- CapCut
- Content Management Systems (CMS)
- Social Media Management Platforms
- Google Workspace
- Microsoft 365

CERTIFICATIONS

- Corporate Entrepreneurship
- Hootsuite Social Marketing
- Hootsuite Platform
- Facebook Blueprint (includes IG)
- Twitter Flight School
- YouTube Creator Academy

ORGANIZATIONS

The Recording Academy
GRAMMY U Member | 2019 - 2020

EXPERIENCE

Social Media Producer

Entertainment Tonight – Paramount | Los Angeles, California | Dec. 2025 - June 2026

- Produce daily, platform-native Instagram content covering entertainment news, blending storytelling with visual strategy to create scroll-stopping, high-engagement posts.
- Concept and execute content asset plans, including design, photo sourcing, and video editing, tailored to platform best practices, audience behavior, and emerging social trends.
- Research, package, and write long-form captions that complement visual storytelling and drive conversation and shareability.
- Collaborate cross-functionally with beat producers and newsroom teams to align social content with ET's on-air coverage while optimizing for engagement and performance.

Social Media Editor

Entertainment Weekly – People Inc. | Los Angeles, California | April 2022 - Nov. 2025

- Owned EW's Songwriters Camp series end-to-end, identifying and pitching artists, leading talent outreach and booking, coordinating logistics, conducting interviews, and live hosting for EW's music franchise.
- Built and maintained relationships with artists, publicists, managers, and label representatives, developing talent-driven content opportunities and securing participation in EW's music programming.
- Led ideation and production of social-first video content, coordinating talent collaborations and producing short- and long-form content in studio, backstage, and at press events.
- Managed brand social platforms with a focus on audience growth and engagement, optimizing content to drive sessions to EW.com.
- Wrote and packaged platform-specific social copy for daily news coverage, and developed campaigns and creative assets for cover launches, exclusives, and tentpole moments.

Digital Content Contributor

KPRC 2 (Local NBC Affiliate) – Graham Media Group | Remote | Jan. 2020 - April 2022

- Wrote and published local, national, and entertainment news stories, producing and scheduling social posts to amplify coverage across digital platforms.
- Strategically selected and packaged wire stories, crafting platform-specific social copy and managing a daily newsletter featuring top-performing and trending stories to drive audience engagement and traffic.
- Analyzed Facebook performance for 40+ on-air talent, delivering bi-weekly reports with actionable insights to improve content strategy, engagement, and audience growth.

Digital News Intern

KPRC 2 (Local NBC Affiliate) – Graham Media Group | Houston, Texas | Sept. 2019 - Jan. 2020

- Wrote local and national news and feature stories on tight deadlines, delivering accurate and engaging coverage under fast-paced newsroom conditions.
- Scheduled and optimized social posts across Facebook, Twitter, and Instagram to reach target audiences and drive engagement.