

BRIANA EDWARDS

brianaedwards.online Los Angeles, CA

Producer, strategist, and editor with 6+ years of experience creating social-first content across entertainment and media. Skilled in social strategy, cultural trends, and developing content that speaks authentically to fandoms and online audiences. Experienced working across talent, editorial, and creative teams to bring content from concept through execution. Proficient in Adobe Premiere Pro, Photoshop, and social publishing platforms.

EXPERIENCE

CBS MEDIA VENTURES – ENTERTAINMENT TONIGHT

Social Media Producer

Dec. 2025 - June 2026

- Produce 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.
- Collaborate cross-functionally with beat producers and newsroom teams to align social content with ET's on-air coverage while optimizing for online engagement and performance.

PEOPLE INC. – ENTERTAINMENT WEEKLY

Social Media Editor

April 2022 - Nov. 2025

- Owned EW's music franchise end-to-end, identifying and pitching artists, leading talent outreach and booking, coordinating logistics, conducting interviews, and live hosting.
- 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.

GRAHAM MEDIA GROUP – KPRC 2

Digital Content Contributor

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

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.

EDUCATION + CERTIFICATIONS

UNIVERSITY OF HOUSTON *Bachelor of Arts, Broadcast Journalism; Certificate of Corporate Entrepreneurship*