

LEILA HOFFPAUIR

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EXPERIENCE

The News with Shepard Smith — CNBC

September 2020 – January 2023

Segment Producer (Mar. 2022 - Jan. 2023)

Englewood Cliffs, NJ

- Pitched, wrote and produced pieces for air — 5-8 minutes of copy per show nightly
- Managed campaign strategy for multiple long term story projects
- Organized and managed the production of segments involving multiple stakeholders and departments for distribution across broadcast, digital and social
- Devised the SOP and workflow processes for disseminating and creating content for multiple platforms
- Managed rotational pool of 3-4 interns per year — conducted interviews, made hiring decisions, mentored and helped develop introductory television production skills and reviewed sample scripts

Production Associate (Sept. 2020 - Jun. 2021), Associate Producer (Jun. 2021 - Mar. 2022)

- Researched and produced anchor's long form package ideas and pitches into stories for broadcast and digital
- Sourced interview subjects and conducted pre-taped interviews with characters used in live reads, packages and social posts
- Sourced, cut and aired an average of 250-400 video clips a week for broadcast and digital platforms
- Created media organization tools for CNBC in conjunction with parent company managers to functionally share resources

CNBC

January 2020 – May 2020

Production / Editorial Intern

Los Angeles, CA

- Researched and reported on the business of entertainment, tech and social media
- Pitched stories, produced broadcast segments and scouted sources for long term projects
- Produced field pieces independently in the Los Angeles area for LA, Englewood Cliffs and DC offices

The TODAY Show

September 2019 – December 2019

Production Intern

Los Angeles, CA

- Produced independent assignments in the field and helped produce large scale projects
- Sourced graphics, archival footage, and assisted with script writing and research

The Tonight Show Starring Jimmy Fallon

May 2019 – August 2019

General Production / Second Assistant Intern

New York, NY

- Aided assistant to host through production runs and administrative responsibilities
- Assisted on remote shoots through production runs and managing set organization

The Daily Show with Trevor Noah

September 2018 – December 2018

Production Intern, Freelance Production Assistant

New York, NY

- Produced field shoots, ran teleprompter, set up production supplies and sourced production equipment
- Logged and transcribed footage and assisted with administrative office duties
- Served as freelance social media manager and production assistant to correspondent after completion of internship

USC Price School of Public Policy: Price Video Services

August 2017 – May 2020

Production Assistant

Los Angeles, CA

- Edited videos for USC Price's social media channels
- Filmed various Price events including panels, promotional videos, guest speakers and livestreams

EDUCATION

University of Southern California, School of Cinematic Arts

Bachelor of Arts, May 2020

Major: Cinema and Media Studies

Magna Cum Laude

Fulbright UK-US Summer Institute: University of Birmingham Film and Media

Summer 2018

Birmingham, UK

SKILLS

- Adobe Photoshop, Premiere, Audition, After Effects, Media Encoder, Avid Media Composer, iNews, Interplay, Hootsuite, Canva, CapCut, Mailchimp, Office 365, Google Cloud, proficient in AP style