



# ELIZABETH M. ROBERTS

PRODUCT MANAGER, CNN

## CONTACT

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## SOCIAL

[www.linkedin.com/in/lizroberts211/](http://www.linkedin.com/in/lizroberts211/)

## FREELANCE EDITORIAL

- Six Degrees Society Editorial Director

## PAST PRODUCTION / EDITORIAL JOBS

- NBC Page Program  
- Today Show Production Assistant  
- Vanity Fair Production Assistant

## PROFESSIONAL SKILLS

- Audition, Premiere, Stellar  
- CMS, Zeta, Newsapps  
- Copyediting, audience analytics

## CERTIFICATES, AWARDS & MEMBERSHIP

- 2021 Asian American Journalists Association Executive Leadership Program  
- 2020 Product School  
- 2016 JAAC Kakehashi Leadership Program  
- Honors Columbia thesis: Broadway minority representation  
- WarnerMedia Corporate Responsibility Council  
- Women in Product

## ABOUT

From TV production to product, my career has evolved to manage content strategy and develop audience growth. I'm passionate about launching new products, improving connections with users and creating service journalism tools that impact users' day-to-day lives.

## WORK EXPERIENCE

PRODUCT MANAGER, CNN

March 2021 - Present

- Lead content strategy and own feature development for the Keep Watching newsletter, connecting editorial to the member community of CNN Films & Original Series (launched product in Dec. 2020.)
- Monitor product data and growth goals with audience development.
- Co-lead design sprint for 5 Things portfolio, iterate on roadmaps for corresponding audio products and work closely with key stakeholders.
- Coordinate audience strategy for live broadcast events.

SENIOR PRODUCER, NEW YORK WOMEN IN COMMUNICATIONS

May 2018 - Present

- For "WomenHeard" podcast, book guests, edit interviews, coordinate production plans, advise EP/host with editorial structure and logistics.

ASSOCIATE PRODUCER, CNN

July 2019 - February 2021

- Launched CNN Voter Guide, a high impact utility that connected users to breaking news updates, important election deadlines and local voter resources. Drove innovation around user acquisition.
- Served as content lead and led improvements in the notification system of personalized email notifications.
- Co-led content for CNN411, a utility providing state-specific info about Covid-19. Conducted and maintained extensive research database.
- Coordinated audience strategy for special interest town halls.

## EDUCATION

COLUMBIA UNIVERSITY  
MS Journalism

UNIVERSITY OF MARYLAND, COLLEGE PARK  
BA Communication Studies & BA English Literature