

# Jessica Shim

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## EXPERIENCE

07/2021 - PRESENT

### SENIOR SUPERVISING PRODUCER, YOUTUBE

NEW YORK, NY

#### The Wall Street Journal

- Launched and lead content development for five WSJ-branded YouTube channels spanning a range of topics (geopolitics, the future of mobility, health/science, personal tech and markets) with a collective view count of over 4M views and around 80K collective channel subscribers since its launch in August 2021
- Manage a global team of video journalists, graphics editors and freelancers producing explainer videos and YouTube shorts for five WSJ-branded YouTube channels
- Executive produced the Tech News Briefing Video Podcast series on the main WSJ YouTube channel
- Built training resources and led hiring & onboarding of new team hires across the global video team

07/2020 - 07/2021

### SENIOR SUPERVISING PRODUCER, NEWS AND SPECIALS

NEW YORK, NY

#### The Wall Street Journal

- Managed a global team of video journalists, graphics editors and freelancers to produce quick-turn news and markets videos for Twitter's What's Now and WSJ.com with over 42M views during my tenure with the team and 14.6M views since launch
- Led video coverage for breaking news events including: January 6 Capitol attacks, WallStreetBets/Gamestop, the Suez Canal obstruction, and the Surfside collapse

08/2019 - 07/2020

### SUPERVISING PRODUCER, SOCIAL NEWS VIDEO

NEW YORK, NY

#### The Wall Street Journal

- Launched and led WSJ's video franchise #WSJWhatsNow on Twitter
- Coached video producers, beat reporters and news editors to appear on camera
- Developed original series ideas and collaborated with editorial leaders in all coverage areas to identify opportunities to partner on reporting
- Established video and social media best practices for the newsroom
- Oversaw the execution of monetized partnerships and sponsored video on social platforms

01/2019 - 08/2019

### PRODUCER, "STAY TUNED"

NEW YORK, NY

#### NBC News Digital

- Wrote scripts and oversaw all vertical video edits for daily Snapchat show rundowns
- Managed and led coverage for the weekend editions of the show
- Produced in studio interviews with talent and celebrities/interview subjects
- Collaborated with other shows across NBC on weekly branded segments

04/2011 - 01/2019

### PRODUCER & DIGITAL STRATEGY LEAD, "YOUR BUSINESS"

NEW YORK, NY

#### MSNBC

- Managed full production teams both in-studio and out in the field
- Senior produced field shows at CES, SXSW, etc.
- Booked and conducted interviews with CEOs of high-profile companies including Pinterest, Warby Parker & Shopify, as well as celebrity entrepreneurs including Jennifer Garner, Kurt Russell, Sarah Michelle Gellar, & Venus Williams

- Booked and produced the "Been There Built That" podcast series including episodes featuring Peloton's John Foley, Mailchimp's Ben Chestnut & more
- Produced sponsored and organic Facebook Live segments
- Coordinated and managed shoot schedules including all budgeting and expensing needs
- Filled in for Booking Producer and Line Producer as needed

03/2010 - 04/2011

**DIGITAL JOURNALIST/PRODUCER, "DAILY CONNECTION"  
NBC News**

**NEW YORK, NY**

- Wrote scripts for live newscast on topics ranging from breaking news to lifestyle
- Edited original packages, VO's, and VOSOTs on daily deadline for NBC affiliates
- Secured rights and clearances of program material & music for repurposed PKGs

**SKILLS**

- Editing software: Adobe Premiere, Final Cut Pro, Avid Newscutter
- Inews and Viz Pilot
- Shooting with Canon XF205 and DSLRs
- Lighting for TV
- Social scheduling & analytics tools: YouTube Studio, Domo, SocialFlow, Hootsuite, Facebook Insights, Adobe Analytics, Google Analytics, Twitter Analytics
- Languages spoken: Korean

**EDUCATION**

08/2018

**GENERAL ASSEMBLY**

Digital Marketing Course, August 2018

09/2005 - 06/2009

**New York University, College of Arts & Sciences**

Bachelor's Degree in Broadcast Journalism & International Politics

- Minor: East Asian Studies

**HONORS**

- 2011 NABJ "Salute to Excellence" National Media Award Features – 1<sup>st</sup> Place (Prison Moms)
- 2010 New York Association of Black Journalists (NYABJ) Features Award – 1<sup>st</sup> Place (Parents in the Recession)

**PROFESSIONAL  
AFFILIATIONS**

- Council of Korean Americans (CKA) member
- Asian American Journalists Association (AAJA) member