

JESSIE CASTELLANO

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SUMMARY

Multimedia journalist and digital storyteller with experience at NBC10 Boston/NECN, ABC, Patch Media, and CBS. Skilled in producing original video content and news packages, covering breaking news in fast-paced environments, and creating engaging social media content across digital platforms.

EXPERIENCE

PATCH MEDIA

Boston, MA

Digital Editor | July 2025 - Present

- Manage editorial strategy and daily operations for seven digital publications, overseeing breaking news, human-interest, and feature content while driving 600k+ monthly pageviews
- Lead TikTok video strategy and production, developing campaigns that have generated 560k+ views and 26.9k+ likes, increasing audience engagement and platform growth
- Lead AI integration initiatives by implementing generative AI tools to streamline editorial workflows, improve content production efficiency, and support pageview and audience growth objectives

NBC UNIVERSAL

Boston, MA

Content Producer | Jan 2025 - July 2025

- Created and edited broadcast content for NBC10 Boston and NECN in a fast-paced newsroom environment
- Collaborated with management and on-air talent to meet deadlines and ensure timely and accurate news delivery
- Facilitated seamless communication and acted as primary support for management, reporters, and anchors

Digital News Intern | Jun 2024 - Dec 2024

- Participated in the daily editorial process to plan, gather, write, and edit breaking news stories
- Pitched, reported, filmed, and delivered on-camera news segments using audio and visual tools
- Created videos for NBC10 Boston's digital platforms, with over 850,000 impressions and over 750,000 users reached

ABC

Boston, MA

Chronicle Intern | Jan 2024 - Apr 2024

- Conducted research, including researching footage from old shows and new tapes
- Wrote headlines for Chronicle episodes and updated repeat shows for re-air
- Assisted producers and field reporters with logging footage from shoots, attended shoots, and archived nightly shows

YOURARLINGTON

Arlington, MA

Reporter | Jan 2024 - Dec 2024

- Developed interesting and relevant news stories and feature articles for a hyperlocal digital news website
- Attended, took photos, and covered events concerning activities and issues in the Arlington community
- Reported on bi-weekly Select Board meetings, delivering detailed coverage of local news and town developments

CBS

New York, NY

Writer's Room Intern | June 2022 - Aug 2022

- Supported show writers in developing and expanding new and existing episode themes for Season 13 of the American crime television series Blue Bloods
- Aided the show writers and producers in the editing of episodes from pre-production to post-production
- Performed thorough research on the series, produced concise descriptions of each episode, and maintained a log of specific information from the show's thirteen seasons

EDUCATION

Northeastern University

Boston, MA

Master of Arts in Journalism | Dec 2024

- *Cumulative GPA: 3.83*
- Served as President of the Journalism Graduate Caucus, acting as an intermediary between faculty and students; planned social events; and developed social media content

Bucknell University

Lewisburg, PA

Bachelor of Arts and Sciences | May 2023

- *Cumulative GPA: 3.69, Dean's List, Cum Laude*
- Division I Student Athlete on Bucknell Women's Track and Field Team, attended on a full athletic scholarship