

# KAROLINA RIVAS

New York, NY • [karolinarivas.com](http://karolinarivas.com)

## PROFESSIONAL EXPERIENCE

### GOOD MORNING AMERICA, ABC NEWS NETWORK

2020 – Present

Producer: 2022 – Present | Associate Producer: 2021 – 2022 | Production Associate: 2020 – 2021

- Produced [1,000+ segments](#) for America's top-rated morning show (**2.7M+ viewers per episode, 13M+ weekly**), overseeing content from pitch to post across editorial and branded formats.
- Lead scripting, scheduling, and story development—aligning creative with editorial standards, brand strategy, and talent voice.
- Direct high-stakes field shoots ([Mexico](#), [New Orleans](#)) with high-profile talent including [Olivia Rodrigo](#), [Channing Tatum](#), [Salma Hayek](#), and [Jessica Alba](#).
- Develop branded content for partners like [Macy's](#), [Apple](#), and [TikTok](#) (**2.8M+ broadcast viewers**), managing timelines, messaging, and execution across teams.
- Produced creator-first segments based on platform insights and digital trends—collaborating with agencies and reps to feature talents like [Jackie Aina](#), [Bretman Rock](#), [Patrick Starr](#), [Cassie Yeung](#), [Newt Nguyen](#), and [Wisdom Kaye](#).
- Drove cross-functional collaboration across editorial, legal, standards, digital, PR, and external agencies to ensure seamless, deadline-driven execution.
- Led production of top-performing music and culture stories for ABCNL's *Prime Playlist*, including features with [Omar Apollo](#) and [Kali Uchis](#) (**159K+ views**).
- Created high-performing digital content, including a K-pop "Let's Dance" video with P1Harmony ([Instagram](#) - **265K+ views, 71K+ interactions**, [TikTok](#) – **481K+ views, and a 74% retention rate**).
- Produced a globally resonant taped segment with [supergroup BTS](#) and the former president of South Korea (**~3M broadcast viewers**), advocating for subtitled distribution to preserve authenticity.
- Stepped in as senior producer—leading workflows, managing deliverables, and mentoring junior staff across production and editorial.

### ABC NEWS NETWORK, LOS ANGELES BUREAU

2019 – 2020

Digital News Associate: 2019 – 2020 | Video Production Intern: 2019

- Produced digital stories, shot b-roll, transcribed interviews, and supported field production for national and digital news coverage – including a Nightline feature on YouTube star, [Emma Chamberlain](#) (**1.4M+ views**).
- Pitched standout story ideas sourced from social trends and affiliate reporting, securing on-air approval from senior producers

## CORE COMPETENCIES & TECHNICAL PROFICIENCIES

Video Production • Script Development • Branded & Creator-Led Content • Social Content Strategy • Talent & PR Coordination • Project & Crew Management • Cross-Functional Collaboration • Adobe Creative Suite • CapCut • Canva • Google & Microsoft Office Suite • TikTok • Instagram • YouTube • Meta Platforms • Vertical & Field Production • DSLR/DV Cam OpsVideo Production

## EDUCATION

### University of Nevada, Reno

*Bachelor of Arts in Journalism and Political Science*

## LANGUAGES

Spanish (Reading & Conversational)