

# A L I S H A Z A F A R

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## INDUSTRY EXPERIENCE

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### THE LATE SHOW WITH STEPHEN COLBERT, PARAMOUNT

#### SENIOR PRODUCER of DIGITAL & SOCIAL CONTENT

2023 - Present

- Oversee department and manage day-to-day delegation of shoots, editing, and posting among producers, APs, and PAs
- Lead strategic vision and oversee the creative/editorial voice for digital content creation and distribution
- Track social metrics and analytics to best strategize how to promote show content and digital extras with celebrity guests
- Work with Stephen Colbert, writers, producers, bookers, and executives to approve web extras and bonus behind-the-scenes

#### PRODUCER of DIGITAL & SOCIAL CONTENT

2022 - 2023

- Pitched, produced, edited, and wrote copy for social content in vertical and horizontal formats
- Liaised between Talent, Segment, Field and Digital teams to create a cohesive workflow of content capture
- Managed APs, PAs and interns by training and delegating responsibilities for day-to-day digital and social tasks

#### MANAGER, THE LATE SHOW APPRENTICESHIP PROGRAM

2019 - 2023

- Facilitated hiring, onboarding, and development of Apprentices to produce a diverse pipeline of late-night professionals
- Coordinated rotations of Apprentices through departments ranging from Production, Talent, Research, Footage, Segment, etc.

#### ASSOCIATE PRODUCER of DIGITAL & SOCIAL CONTENT

2020 - 2022

- Shot, edited and produced weekly behind-the-scenes videos of Stephen Colbert and celebrity guests for social
- Create graphics, videos and gifs to promote and expand social media engagement across all platforms

#### PRODUCTION ASSISTANT of DIGITAL & SOCIAL CONTENT

2018 - 2020

- Assisted Producers with capture of behind-the-scenes content for social stories, posts, and live videos
- Edited promos and wrote thoughtful and comedic copy for Tweets, Instagram, and Facebook posts

2017 - 2018

#### TALENT AND SEGMENT APPRENTICE at THE LATE SHOW

- Conducted research for bookers & organized check-in of all celebrity guests with security & talent assistants
- Trained and co-managed 15 interns by delegating check-in responsibilities, green room preparation, and runs

### NBCU PAGE PROGRAM (EAST COAST), NBCUNIVERSAL

2016 - 2017

**SATURDAY NIGHT LIVE** - SNL Key Page managing audience team & security for all live tapings (6 months)

**THE TODAY SHOW** - TODAY Show Plaza Production, front desk & Summer Citi-Concert series Page (3 months)

**CORPORATE DIVERSITY** - Organized events for minority-serving non-profit groups to collaborate with NBCUniversal in NYC

**USA/SYFY TALENT RELATIONS & PUBLICITY** - Assisted with talent management for immersive events and press appearances

**AUDIENCE AMBASSADOR & TOUR GUIDE** - THE TONIGHT SHOW, SNL, LATE NIGHT & THE TOUR AT NBC STUDIOS

### NBC NEWS, NBCUNIVERSAL

2015 - 2016

**NBC10 NEWS DIGITAL INTERN & NBC HUMAN RESOURCES INTERN**

### CBS DIVERSITY & CASTING, CBS ENTERTAINMENT

2015

**ENTERTAINMENT DIVERSITY & CASTING INTERN** - Helped cast and produce CBS's 2015 Diversity Sketch Comedy Showcase

## EDUCATION

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**Temple University Honors Program**, Summa Cum Laude

2016

B.A. Media Studies and Production & B.A. Spanish (6 month semester in **Ovideo, Spain**)

Resident Assistant (2 years) | Honors Program Assistant (3 years) | International Student Conversation Partner (2 years)

## SKILLS

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**Technical:** Adobe Premiere | Adobe Photoshop | Final Cut Pro | iMovie | Google Drive | Microsoft Suite | WordPress | CMS

**Social:** TikTok | Instagram | Facebook | Twitter | Threads | Snapchat | LinkedIn | YouTube | Vimeo | Google+ | Hootsuite |

Emplifi | Sprinklr **Language:** Proficient in Spanish | Literate in Arabic

## AWARDS

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**Webby Awards Honoree Winner** for Best Content Series (Social - Features) - **2022**

**Emmy Award** for The Late Show with Stephen Colbert - **2020- 2021 Season**

**30 Under 30 Award Winner** for Temple University - **2021**

**Peabody Award Winner** - The Late Show with Stephen Colbert - **2020**

**Emmy Nomination** for the Digital Team at The Late Show with Stephen Colbert - **2018**