

EVIE SALOMON

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WORK EXPERIENCE



Mediflix, New York, NY
Senior Producer and Communications Consultant

Aug. 2023 – Present

- Closely advise Mediflix's CEO on media strategy, public engagement, messaging, narrative and profile raising to help build the largest AI-powered medical library for patient education.
- Produce video content for streaming platform and prepare top physicians in various specialties for on-camera interviews.
- Draft compelling and persuasive pitches to drive media opportunities.



Stephen Colbert Presents Tooning Out the News, CBS, New York, NY
Senior Researcher

Sept. 2022 – May 2023

- Pre-interviewed and prepared presidential candidates, policymakers and actors for on-camera interviews.
- Conducted in-depth original reporting, deep-dive research and primary sourcing for segments on top news stories.
- Worked with head and supervising writers to identify trending news stories and decipher which facts were most relevant.
- Provided writers with a daily summary and digested account of headline stories.
- Wrote and edited overviews, questions, distilled complex issues into simple language and fact-checked story scripts.



60 Minutes, CBS News, New York, NY
Co-Producer/Associate Producer
Digital Associate Producer
Broadcast Associate

Nov. 2016 – Sept. 2022
Nov. 2014 – Dec. 2016
Aug. 2013 – Nov. 2014

- Produced domestic and international stories for correspondent Anderson Cooper for six years.
- Reported on a range of issues, including politics & policy, health, technology, infrastructure, education and arts & culture.
- Analyzed geopolitical issues and conducted extensive research and intelligence gathering across industry sectors.
- Prepared on-air talent and interview subjects for on-camera interviews watched by global audiences.
- Provided correspondents with guidance on strategic responses, strong arguments and talking points.
- Created and executed digital strategy, boosted social media traffic by 30% and web traffic by 200%.
- Developed close relationships with reporters and media leaders across print, broadcast and digital platforms, including The New York Times, The Washington Post, The Wall Street Journal, CBS, ABC, NBC, CNN and late-night talk shows.
- Cultivated and maintained a network of sources in government, politics, technology, business and entertainment sectors.
- Managed six-figure production budgets with extensive travel and had consistent cost savings every year.
- Organized more than 100 shoots and events, negotiated venue terms and costs and directed crews.
- Fact-checked and produced top quality work product under time constraints and in high-pressure environments.

AWARDS

- 2014 Emmy Award: Outstanding Continuing Coverage of a News Story in a News Magazine
- 2018 Gracie Award: News Feature Series in the National TV category
- 2018 George Foster Peabody Award: Finalist
- 2021 National Headliner Award: Health and Science Reporting

EDUCATION

- Indiana University, Bloomington, IN
Bachelor of Arts: Journalism, Political Science, May 2013