

Atticus Weiss

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SUMMARY

Audience engagement and digital news leader with 10 years of experience growing audiences for live, breaking, and on demand news across **YouTube, TikTok**, Instagram, Facebook, X, Threads, and emerging platforms. Leads **distribution strategy**, vertical video programming, live streams, VOD, Shorts, titles, thumbnails, descriptions, and **platform native storytelling**. Uses audience behavior, watch time, reach, retention, traffic sources, engagement, and KPI trends to guide practical editorial decisions. Builds repeatable workflows, playbooks, publishing standards, and real time protocols for major events. Coaches hosts, producers, editors, and social publishers through influence and clear feedback. Brings sound editorial judgment, curiosity, concise communication, and respect for journalistic integrity. Ready to apply this newsroom experience in an on site audience leadership role that connects strong coverage with meaningful audience growth.

EXPERIENCE

Senior Audience Development Manager

July 2023 - Present

SignalPoint News Network

Austin, TX

Leads audience strategy for a 24 hour digital newsroom, supporting live **breaking news, long form video**, clips, and vertical storytelling across YouTube and major social platforms. Influences editorial leaders, hosts, producers, and publishers through practical guidance, repeatable systems, and performance reviews.

- Directed **live news** distribution across YouTube and social platforms, improving daily packaging decisions
- Guided producers on titles, thumbnails, descriptions, timing, and programming using **watch time** patterns
- Built real time protocols for elections, weather, public safety, and major breaking news coverage
- Created platform playbooks for TikTok, Reels, Shorts, **Facebook**, X, and Threads
- Translated retention, traffic sources, reach, and engagement into concise weekly recommendations
- Coached teams through format tests, **emerging platforms**, and accurate context during fast coverage

Audience Engagement Lead

March 2020 - June 2023

MetroStream Media

Denver, CO

Led social and YouTube distribution for regional and national news, connecting editors, producers, hosts, and publishers through clear workflows. Supported live streams, VOD packages, vertical clips, rapid updates, and performance reporting during major events.

- Led live streams, **VOD**, vertical clips, and rapid updates during major news events
- Connected editors, producers, **hosts**, and publishers through repeatable **breaking news** workflows
- Used YouTube Analytics and social insights to identify programming and packaging opportunities
- Introduced headline and thumbnail reviews that aligned **framing** with viewer expectations
- Produced leadership briefs covering **KPI** progress, failed tests, trends, and expansion opportunities
- Mentored **producers** on hooks, vertical structure, captions, live context, and audience interaction

Social Video Producer

August 2017 - February 2020

FrontRange Digital News

Denver, CO

Produced breaking news video for YouTube, Facebook, Instagram, and X, adapting **presentation** for each channel while protecting accuracy. Built publishing checklists, tested vertical formats, and connected audience response with editorial planning.

- Produced breaking news video for YouTube, Facebook, **Instagram**, and **X**
- Packaged live and recorded coverage with titles, **descriptions, thumbnails**, captions, and context
- Monitored audience response during developing stories and surfaced timing insights to editors
- Built publishing checklists that improved metadata accuracy and newsroom coordination
- Tested vertical explainers and documented pacing, framing, and mobile viewing lessons
- Connected **watch time**, completion, engagement, and referrals with content decisions

Digital News Producer

June 2016 - July 2017

Lone Star Public Media

San Antonio, TX

Published local news and live event coverage for web, YouTube, and social channels in a deadline driven newsroom. Converted reporting into digital packages, supported verified updates, and documented publishing standards for distributed teams.

- Published local news and live event coverage across web, **YouTube**, and social channels
- Converted broadcast reporting into digital packages with platform appropriate headlines and descriptions
- Supported weather, civic events, and breaking stories through verified newsroom updates
- Reviewed audience analytics after major stories to guide schedules and presentation choices
- Maintained editorial calendars and publishing queues for upcoming coverage commitments
- Documented newsroom handoffs that improved consistency for evening and weekend teams

PROJECTS

Breaking News Distribution Playbook 📅 2024

Built a repeatable reference for live event packaging, platform selection, verification handoffs, and audience updates. Shared practical guidance with newsroom partners so coverage moved clearly from confirmed information into channel native presentation.

Vertical Video Programming Lab 📅 2022

Tested short form news structures across TikTok, Reels, and Shorts, then documented hooks, pacing, captions, and framing. Findings helped producers share stronger mobile stories while preserving context and editorial standards.

LEADERSHIP & AWARDS

- Recognized by newsroom leadership for clear audience guidance during major breaking news events.
- Selected by peers as a trusted coach for platform native video packaging and publishing workflows.
- Led cross team learning sessions that helped producers apply analytics during live coverage.

EDUCATION

Bachelor's Degree in Journalism

2016

Texas State University GPA: 3.5

San Marcos, TX

Coursework: Digital journalism, broadcast reporting, media ethics, audience analytics

CERTIFICATIONS

- YouTube Creator Academy 📅 2024
- Google Analytics Certification 📅 2023

TECHNICAL SKILLS

- **YouTube Publishing:** YouTube Live, YouTube VOD, YouTube Shorts
- **Social Platforms:** TikTok, Instagram, Facebook
- **Conversation Platforms:** X, Threads, emerging platforms
- **Video Formats:** Vertical video, long form video, live streams
- **Audience Analytics:** YouTube Analytics, audience retention, traffic sources
- **Performance Metrics:** Watch time, reach, engagement, KPI tracking
- **Content Packaging:** Titles, thumbnails, descriptions
- **Editorial Systems:** Playbooks, publishing checklists, editorial calendars
- **News Operations:** Breaking news, live news, real time distribution
- **Team Development:** Coaching, producer guidance, cross functional collaboration

SKILLS

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|--------------------------|------------------|-------------|----------------------|
| • Audience growth | • YouTube Live | • Instagram | • Vertical video |
| • Digital journalism | • YouTube VOD | • Facebook | • Editorial judgment |
| • Breaking news | • YouTube Shorts | • X | • KPI reporting |
| • Live news distribution | • TikTok | • Threads | |

PROFESSIONAL AFFILIATIONS

- Digital News Association member, sharing practical audience insights with newsroom peers.
- Online News Association participant, supporting ethical digital journalism and collaborative learning.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST