

# Bernadette Ceron

## Contact

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<https://vimeo.com/showcase/bernadetteceron>

## Skills

Copy Writing  
Project Management  
Content Creation  
Producing  
Directing On-Screen &  
Voiceover Talent  
Marketing  
Video Editing  
Music Selection &  
Sound Design  
Post-Production

## Tools

MAC & PC  
Microsoft Office 365  
Final Cut Pro  
Avid Media Composer  
Avid Assist  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Media Encoder  
Adobe Photoshop  
Box & Frame .IO  
Dalet  
Monday  
Google Workspace

## Education

### **California State University - Fullerton**

2003-2005

*Bachelors of Arts in  
Radio, Television and Film  
Minor in Sociology*

## Personal Statement

Hello, I'm Bernadette Ceron, an adept and imaginative media and entertainment professional, proficient in storytelling, copywriting, producing, marketing, post-production, project management, and video editing.

With a seasoned background, I navigate effortlessly within fast-paced production environments, meeting quick turnaround post-production deadlines. My strengths lie in being highly organized, resourceful, and a natural leader, often initiating projects independently.

Above all, I thrive as a team player, relishing collaboration within the dynamic and creative realm of television marketing.

## History of Employment

### **TMZ ON TV, TMZ Live and TMZ Sports – Playa Vista, CA**

ON-AIR PROMO EDITOR | 2018-2024

- Utilized Premiere Pro to edit a diverse range of content and promos for: TMZ, TMZ Live, TMZ Sports, Specials, Social Media, Publicity, Sizzles, Sweepstakes, and Podcasts.
- Assisted in daily content research for promo scripts.
- Produced promo elements and coordinated with all show runners for content clearances.
- Served as Editor/Producer for the launch of Who the Bleep Game Show and weekly promo packages.
- Responsible for editorial aspects of In-Show Teases and Preshow.
- Encoded and delivered daily promo spots to affiliate portal.
- Acted as Backup Writer/Producer and Show Editor as required.

ASSOCIATE PRODUCER/ASSISTANT EDITOR | 2011-2018

- Assisted Writer-Producers in researching content for scripts.
- Produced all assets including music, stills, b-roll, voiceover, and graphics.
- Directed on-screen and voiceover talent.
- Project managed all creative deadlines for the department.
- Advised and directed Editor on topical assets.
- Coordinated with affiliate relations on all deliverables.
- Facilitated feed and encoding to affiliate satellite center.
- Served as Assistant Editor for TMZ Live promos and backup for Senior Editor.

### **EXTRA TV – GLENDALE, CA**

ASSOCIATE PRODUCER | 2009 - 2012

- Assisted Writer-Producers with research of assets for daily topicals.
- Searched, pulled, and digitized various bites, shoots, and b-roll.
- Assisted Editor in creating initial rough cuts of daily topicals.
- Selected music, requested graphics, and directed voiceover.
- Facilitated clearances of all assets for topical usage.
- Coordinated feed and encoding to affiliate satellite center.
- Wrote, produced, and edited special prime preview spots for affiliates.
- Project managed all creative deadlines.
- Created and facilitated sweepstakes website content.

### **JUDGE MATHIS – GLENDALE, CA**

ASSOCIATE PRODUCER | 2008 - 2009

- Assisted Writer-Producers with research and screening footage.
- Created and distributed weekly affiliate integrations.
- Supported Editor with b-roll selection and Avid ingestion process.
- Supervised graphics process and voice-over sessions.
- Maintained tape logs, music reporting sheets, workflow documents, and tracking files.
- Project managed quality control and department deadlines.

### **WARNER BROS. – TELEPICTURES PRODUCTIONS**

ADMINISTRATIVE ASSISTANT | 2006 - 2008

- Assisted V.P. of On-Air Promotions & V.P. of Development with daily tasks in development and marketing.
- Managed both executive calendars and correspondences.
- Prepared and maintained target research for marketing.
- Attended and contributed to development meetings focused on new talent acquisitions and creative content pitches.
- Developed and maintained executive file system, call logs, invoices, and budgets.
- Coordinated travel and accounted for all expenses.