

# Michael Roppolo

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## EXPERIENCE

### **CBS News, New York, NY — Associate Producer Digital Media**

OCTOBER 2018 - PRESENT

Create and write trending crime and justice content for CBSNews.com, ranging from the serious ("[U.K. police officers fired over 2013 arrest that left man paralyzed](#)") to the downright weird ([Police say a stranger spent THREE HOURS licking a doorbell](#))

Write and produce longform pieces for CBSNews.com about issues facing the disability community, including [deafness and healthcare](#), [COVID-19 cases in New York group homes](#) and [disability and dating](#)

Supervise and train broadcast associates on daily tasks, including best practices for "48 Hours" social accounts

Create and produce "[Inside the Case](#)" segments, a series of social videos that dive into the lesser known aspects of the case each week

Manage "48 Hours" social accounts before, during and after show time across Facebook, Instagram and Twitter, including coordinating Facebook Lives with correspondents

Work with CBS News and CBS Entertainment teams to develop strategies to promote multiple specials, including "[The Gayle King Interview with R. Kelly](#)," "[Whistleblower](#)" and "[NCIS: The Cases They Can't Forget](#)"

### **CBS News, New York, NY — Social Media Associate**

July 2016 - SEPTEMBER 2018

Produced viral video content for CBSNews.com team, like [an assault video involving cold chicken](#) and [an altercation with an officer falsely telling an Uber driver that he couldn't record](#)

Managed "48 Hours" social accounts daily and during show time on Facebook, Twitter and Instagram

Worked with brand awareness team to create and develop digital strategies to drive audience engagement before, during and after "48 Hours" broadcasts and CBS News specials, such as "[39 Days](#)"

Monitored "48 Hours" accounts' growth through data analysis and worked to develop strategies specific to content created by CBS News

## AWARDS

Edward R. Murrow Award for Best Documentary, "39 Days"

News Emmy for Outstanding News Special, "39 Days"

## ADDITIONAL PROJECTS AND PUBLICATIONS

[Democrat and Chronicle](#)

[DragonFlyEye.net](#)

[W3R](#)

[FoxNews.com](#)

[GreenUpRockland](#)

## SKILLS

### **Video production software:**

Wochit, Adobe Premiere, AVID and Final Cut Pro

### **Adobe Creative Suite:**

Illustrator, Photoshop, Adobe Spark, InDesign and AfterEffects

**Social media analytics and scheduling services:** Sprinklr, SocialFlow, TweetDeck, Hootsuite and Buffer

## **CBS News, New York, NY — *Social Media Assistant***

SEPTEMBER 2014 - June 2016

Pitched and wrote stories for 48 Hours' Crimesider blog, including "[‘Not a Gun Free Zone’ signs cause controversy](#)"

Compiled reports on best performing posts and competition observations for "48 Hours" executive producer and CBSNews.com social media manager

Worked with "48 Hours" correspondents and producers to develop strategies to improve audience engagement on social media

## **CBS Interactive, New York, NY — *Staff Writer***

FEBRUARY 2014 - AUGUST 2014

Pitched, wrote, researched and conducted interviews for various long-form stories for CBSNews.com, like "[Wearable tech for pets](#)" and "[360-degree underwater cameras explore world's most stunning coral reefs](#)"

Covered breaking and trending news stories like "[Americans not confident Big Bang or evolution is real, poll shows](#)" and "[‘Minecraft’ cuts ties with Oculus after Facebook acquisition](#)"

Drafted and published stories from wires and content partners using proprietary CMS

## **EDUCATION**

### **Rochester Institute of Technology, Rochester, NY**

DECEMBER 2013

Bachelor of Science, *summa cum laude*, Journalism