

# AVERY PORGES

Social Producer & Editor | Vertical Video Journalist | Digital News Producer  
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## EXPERIENCE

### Time Out, New York, NY

*Freelance Short Form Video Editor and Host*

May 2025 - Present

- Execute quick-turn graphic generation and video editing using Photoshop and Canva, translating editorial concepts into visually engaging social assets for daily news cycles.

### Social Video Editor

September 2024 - May 2025

- Produced daily social-first video at scale for NYC, Chicago, and LA; leveraged trending memes, sounds, and cultural commentary to translate news and culture, and business trends into high-engagement formats for Meta (Instagram/Reels/Threads/Facebook), TikTok, X, Bluesky, LinkedIn, and YouTube
- Designed high-volume static social assets, including meme formats, quote cards, and carousel templates, utilizing Adobe Creative Suite to capitalize on breaking internet culture trends
- Execute quick-turn graphic generation and video editing using Photoshop and Canva, translating editorial concepts into visually engaging social assets for daily news cycles
- Curated UGC and archival assets to package editorial narratives for social platforms, ensuring alignment with brand voice and editorial standards

### Video Intern

May 2022 - September 2024

- Assisted in shooting, scripting, voicing, editing, and publishing content using tools such as Premiere Pro

### Beyond the Plate Podcast with Andrew Kaplan, New York, NY

*Social Video Strategist & Editor*

October 2025 - Present

- Independently manage the full production lifecycle as the sole video producer; transform long-form interviews into high-retention clips including pro-level sound mixing and color correction for all assets
- Manage end-to-end post-production workflow, selecting viral moments and utilizing creative editing techniques for maximum retention

### Freelance, New York, NY

*Social Video Producer and Editor*

September 2021 - Present

- Client Highlight: Breads Bakery – Produce and edit high-engagement social content showcasing seasonal and upcoming products (e.g., Babka, Holiday specials), managing the full production lifecycle from pitching to final delivery and rapid-response editing to capture live field action and maximize viewer mobilization
- Collaborate with prominent journalists and talent and partnered with major brands to craft engaging editorial narratives, utilizing performance metrics to optimize reach and align with client KPI's
- Communicated clearly with cross-functional stakeholders to execute creative visions while managing multiple high-priority projects simultaneously under tight daily deadlines

### Manhattan Behavioral Medicine, New York, NY

*Social Media Content Editor*

May 2023 - October 2023

- Edited raw audio/video recordings into polished full-length podcast episodes, while simultaneously cutting several viral social segments per episode to drive cross-platform traffic

## EDUCATION

### New York University, Steinhardt School of Culture, Education, and Human Development

Major in Media, Culture, and Communication, Minor in Business of Entertainment Media and Technology

GPA: 3.7, Dean's List

## SKILLS, LANGUAGES, AND AWARDS

- **Design & Editing** – Adobe Creative Suite (Photoshop, Premiere Pro), Canva, Figma, thumbnail design, meme generation, Final Cut Pro X, Instagram Edits, Capcut, color correction, captioning, sound mixing
- **Editorial & Reporting** – News judgment, copy editing, short-form journalism, scripting, headline writing, captioning, CMS article publishing, voiceover narration, on-camera hosting, podcast hosting and editing, vertical video editing, platform-native storytelling
- **Project Management & Operations** – Social analytics, Trello, Client Communication, Budgeting
- **Technical** – iPhone/DSLR (Sony/Canon) shooting for social media, drone videography, Java, HTML, CSS
- **Food Festivals** – Technical Director and Social Consultant at events like Food Network's New York City Wine and Food Fest, Bagelfest, and Jewish Food Society's The Great Nosh Picnic
- **Languages** – Conversational Mandarin; winner of Asia Society's Why Speak Chinese Video Competition