

LAUREN HERBERT

Correspondent • Supervising Producer • Digital Content Strategist • On-Camera Host

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PROFESSIONAL SUMMARY

Entertainment journalist, on-camera host, and digital content strategist with 10 years of experience building audience-first content across broadcast television, streaming, and social platforms. Launched "Reality Nightcap" original IP garnering 400M+ views, and bridging broadcast credibility with platform-native digital strategy. Trusted on-air talent with a proven track record conducting high-profile celebrity and athlete interviews and an executive producer who understands the full content lifecycle from concept to distribution.

EXPERIENCE

Access Hollywood / NBC — Los Angeles, CA | July 2018 – Present

Progression: Associate Digital Video Producer → Digital Video Producer → Senior Producer / Weekend Supervisor → Supervising Producer, Digital Originals & On-Air Talent

BROADCAST — On-Air Correspondent

January 2024 – Present

- Serve as on-air talent across broadcast and digital programming - conducting live and taped celebrity and athlete interviews spanning entertainment, reality TV, sports, and pop culture.
- Covered the entertainment industry's most prestigious events as an on-camera correspondent, including the SAG Awards, Oscars Vanity Fair Party, film premieres, junkets, etc.
- Selected by movie studios to travel internationally to Australia, Thailand, Italy, London, Paris and more for on-location interviews with actors for promotion ahead of film releases.
- Interviewed major names across entertainment and sports, including Meryl Streep, Jennifer Lopez, Pedro Pascal, Anne Hathaway, Dwyane 'The Rock' Johnson, Ariana Grande, Simone Biles, Christian Pulisic and Alysa Liu.
- Research and question writing for interviews with talent including creating viral moments and digital-first content while on-location.

DIGITAL — Supervising Producer, Digital & On-Camera Talent

January 2024 – Present

- Lead day-to-day editorial strategy and production for Access Hollywood's digital news coverage, overseeing editorial vision, content pipelines, talent relationships, and cross-platform distribution across YouTube, Instagram, TikTok, and Peacock.
- Develop scalable, repeatable content formats and expand brand IP, driving sustained audience growth and platform performance.
- Bridge broadcast and digital teams to ensure cohesive brand storytelling and maximize cross-platform reach.
- Mentor a team of producers leading them to creative innovation, scaling content and growing the brand's IP.

Creator, Executive Producer & Host — Reality Nightcap (Peacock)

2020 – Present

- Lead editorial strategy, talent booking, hosting, production, post-production, distribution, and audience growth for podcast and video series.
- Evolved interview series into a full vodcast multiplatform footprint and distribution across YouTube, Instagram, TikTok and Peacock.
- Scaled multi-platform property generating millions of views and consistent entertainment trade press coverage; a trusted voice among reality stars and the superfans who love them.
- Secured \$850K in brand sponsorship revenue for BravoCon 2025, demonstrating ability to align creative content with revenue.

Tentpole & Event Coverage

- **2024 Winter Olympics & 2026 Summer Olympics:** On-site athlete interviews and multiplatform content editing and content creation garnering 360M+ views.
- **BravoCon 2022 - 2025:** Spearheaded full coverage strategy: hosting panels, talent booking, production, red carpet coverage.
- **Love Island Post-Villa 2025:** End-to-end creator and producer; 65M+ views.
- **Awards Shows:** Multiplatform digital production for major entertainment events

USA Today — Associate Video Producer, Atlanta, GA *June 2017 – June 2018*

- Reported, wrote, and edited video packages national newsroom: optimized content across Instagram, Facebook, Twitter, and YouTube.

TECHNICAL SKILLS & PLATFORMS

- Editing & Production: Adobe Premiere, After Effects, Photoshop
- Camera: DSLR, SONY FX | Audio: Rode, Shure podcast mics
- Newsroom & Distribution: MediaCentral, iNews, Media Proxy
- Digital: HTML/CSS, content monetization, platform analytics

EDUCATION

University of Georgia B.A., Digital & Broadcast Journalism | Minor: Theatre | Certificate: New Media | GPA: 3.8/4.0 | Spring 2017

SAG-AFTRA Member