

Alli Joseph

Executive/Senior Producer * Writer * Editor * On-Camera

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PROFESSIONAL PROFILE

Executive or senior level multi-platform producer/writer/editor and on-camera talent, with years of broadcast, digital, print and advertising experience. Seasoned content creator strong in storytelling and strategic brand development of multi-platform segments. Excellent project and people management skills and strong command of diversity, culture, health, history, lifestyle, politics, automotive, business, entrepreneurship, non-profit and technology content silos. Passion for indigenous and multicultural history.

CORE COMPETENCIES

Production	Writing/Blogging	On-Camera	Strategy	Client Relations
Branding	Integrated Marketing	Team-Building	Social Media/CMS	Analytics
Digital	Research/Innovation	Advertising	Focus Groups	KPI/KSI

DIGITAL AND TELEVISION CONTENT CREATION

Salon.com's SalonTV – Senior Producer, Contributing Editor, On-Air Talent

Produced, edited and wrote culture content for Salon.com. Booked and hosted high profile newsmaker interviews for SalonTV. Built relationships with myriad publishers, publicity firms, film studios and nonprofits to furnish employer with guests for growing interview show. Created social media posts and print copy after interviews, wrote scripts and feature pieces, and produced short one-off segments and promos based on interviews. (2017-present)

Bulldog Studios/Seventh Generation Stories - 1000 Years a Witness – Executive Producer

Executive produce series of ten 30-45 minute digital documentaries, featuring stories of oldest living American Indians and their ancestral wisdom. Oversee shoots, research, funding sources, and distribution contracts, press. Episode one is currently making festival rounds. (2019-present)

PBS / Independent Lens –Producer, Conscience Point

Producer on award-winning PBS feature documentary Conscience Point, about my Shinnecock Indian Nation's decades-long efforts to preserve and protect sacred burial grounds in the Hamptons, NY– which are now development sites for mansions. Aired November 18, 2019 on Independent Lens. (2018-19)

Salon.com – Weekend Cover Editor/Senior Writer

Edited live stories and managed entire CMS for news and politics website, Salon.com. Was responsible for all aspects of content management, breaking news, and first and second-pass editing. Duties included updating editorial calendar in custom Word Press system, scheduling content from external partners, and covering breaking news. (2016-17)

Seventh Generation Stories – Writer, Producer and Founder

Own and operate production company that creates family history video biographies. Interview, shoot, write, edit and oversee all aspects of production on family documentaries. (2008-pres)

Meredith - Meredith Video Studios, Branded Entertainment Division –Producer/Writer

Wrote, edited and produced branded packages/segments for Meredith Video Studios. Wrote and produced lifestyle and auto content, including “It Mom” segments for *Better TV*. (2010-12)

AOL Digital City: “AlliVision” – Blogger/Editor

Wrote and edited daily culture and news blog for Digital City, an AOL site. (2008-09)

NBC Universal Digital Studios - Senior Producer/Writer

Produced and wrote broadband lifestyle shows and sites for network’s in-house digital group. Developed branded entertainment solutions and packaging for clients; managed budgeting, staffing, marketing projections, packaging, strategy and production responsibilities. (2006-07)

Cablevision/News12 - Senior Producer/Writer/Host

Senior produced, wrote and hosted *Neighborhood Journal*, a half-hour weekly magazine show. (2001-05)

Food Network/CBS Eye – Host/Producer

Hosted *What’s Hot! What’s Cool!* -- A half-hour food trend-driven national lifestyle show. (2004-05)

VH1 – Writer/Segment Producer

Segment produced *Red Hot Red Carpet*, a half-hour celebrity entertainment show. (2004)

EXTRA! – Writer/Field Producer

Field produced packages for *Extra!*, a national entertainment show. (2003)

CBS News - Contributor

Reported, produced and wrote lifestyle/feature packages for *The Early Show*. (2001-02)

PUBLICATION

The Shaolin Way: Ten Modern Secrets of Survival from a Shaolin Grandmaster, co-authored with Steve DeMasco. New York: Published by Harper Collins Entertainment, 2005.

PRINT AND DIGITAL JOURNALISM

People Magazine – Correspondent/Stringer/Editor, NY Bureau. (2001-05)

The Miami Herald – Special Correspondent. Features. (2003-2005)

New York Post – Contributing Reporter. News Desk and Sunday Features. (2001-2003)

New York Daily News – Contributing Writer. Entertainment feature stories. (2001)

CBSNews.com – Special Correspondent. On-site convention/political coverage. (2000)

EDUCATION

Vassar College - BA Psychology/Sociology

Northwestern University, Kellogg and Medill Colleges – Executive Media Mgmt. Program

PROFESSIONAL AFFILIATIONS, ADDITIONAL SKILLS AND MEMBERSHIPS

PGA, NMC (Producer’s Guild of America, New Media Council) - Poynter Institute Fellow - Final

Cut/Premiere - McCormick Tribune Foundation Fellow - Native American Journalists Association -

Chicago Manual of Style - APA Style/AP Style - Emergency Medical Technician - Spanish near-fluency -

Maynard Institute for Journalism Education, Faculty, Maynard200 Journalism Fellowship (2018-pres) -

International Women’s Media Foundation, Gwen Ifill Mentor (2019-pres) – Shinnecock Nation Comms.