

DYLAN MCCAFFREY

Content Producer

CONTACT

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PORTFOLIO

www.dylanmccaffrey.com/

EDUCATION

Hofstra University

Graduated Dec. 2020

BA in Communications

With a Major in Journalism

ACHIEVEMENTS

Dean's List

Fall 2018, Spring 2019, Fall 2019

Archbishop Molloy High School

Graduated 2016

SKILLS

Video Production

Adobe Photoshop, Premiere

Newsgathering

Content Writing

SEO Optimization

Social Media Marketing

Script Reading/Voiceovers

Customer Communication

Livestreaming

WORK EXPERIENCE



NEWSCAST PRODUCER - 6pm, 10pm & 11pm

CBS 21 News

2023 - Present

Local news station serving central Pennsylvania areas

- Overseeing production of daily newscasts with an eye for distinct content, accuracy and engaging presentation
- Working collaboratively with anchors, reporters and directors to deliver timely coverage to viewers
- Ability to thrive in a fast-paced, deadline-driven environment
- Creating original content that can be used both on-air and digitally



CURATION MANAGER/CONTENT PRODUCER

Stringr

2021 - 2023

Software as a Service video news sales platform, New York.

- Optimized SEO tagging for video titles and descriptions
- Managed relationships with users and clients effectively
- Created news packages from concept to completion
- Led Facebook marketing campaigns combining ad-targeting and personal outreach
- Trained personnel on company systems and procedures



VIDEO PRODUCER

RSquare Media

2020

Digital Marketing and Website Design Company, New York.

- Self-starter, owning projects from start to finish with a high level of detail
- Participated in client meetings to understand their vision for projects while innovating and improving on them.
- Used proficiency in Adobe Premiere Pro and Photoshop to create content from scratch.