

BROOKE SWEENEY

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PROFESSIONAL SUMMARY

Emmy-winning producer with 7 years of experience creating impactful video, print, and social media content. Proven ability to manage full-cycle production processes, from pitch to publication. Adept at booking and conducting high-profile interviews. Skilled at crafting compelling narratives that leverage visual storytelling and drive audience engagement.

AREAS OF EXPERTISE

Multimedia Journalism, Video Production, Booking, Interviewing, Writing, Editorial Research, Project Management, Investigative Reporting, Live Events, Social Media

PROFESSIONAL EXPERIENCE

Senior Producer

Yahoo Finance | New York, NY | May 2025 – June 2025

- Anchor produced for Yahoo Finance's Executive Editor, overseeing booking, researching, interview questions, scripting, graphics, and B-roll selection.
- Field-produced and booked Coinbase Summit interviews featuring CFTC Acting Chair Caroline Pham and Coinbase CEO and Co-Founder Brian Armstrong.
- Produced a top-performing interview with Salesforce CEO Marc Benioff, timed to the company's quarterly earnings report and acquisition of Informatica.
- Scripted and produced a short-form video series on tech company earnings and co-authored 3 companion articles for cross-platform promotion.
- Diligently prepared on-air talent for a headline-making interview with eToro's CEO Yoni Assia on the day of the company's IPO.

U.S. News Features Reporter

Daily Mail | New York, NY | June 2022 – September 2022

- Authored 4 enterprise feature stories on topics ranging from the U.S. housing market to reproductive rights and marijuana legalization.
- Secured exclusive interviews through extensive source cultivation, including Martin Shkreli's first post-prison interview.
- Coordinated with archival video and graphics teams to produce multimedia content optimized for SEO.
- Demonstrated journalistic integrity and factual accuracy through rigorous source vetting and adherence to editorial standards.

Producer

VICE News | Brooklyn, NY | March 2020 – February 2022

- Served as a daily segment producer and back-up line producer for the VICE News Tonight team that won a News & Documentary Emmy Award for Outstanding Newscast.
- Managed full-cycle segment production from concept to broadcast, including scripting, booking, researching, interviewing, and field producing.
- Authored 9 digital articles covering a wide range of issues such as police brutality bonds, COVID-19 food supply disruption, psychedelic therapy, philanthropy scams, and more.

- Led a multi-role team, including graphic designers, video editors, writers, and talent, to deliver a 3-minute news wrap that highlighted VICE News' top print stories of the day.
- Produced a video segment about the WWE that received 2.4M views on YouTube.

Segment Producer

CNBC | Englewood Cliffs, NJ | July 2019 – March 2020

- Orchestrated production for 3-5 daily segments on the shows "Squawk on the Street" and "Squawk Alley" by coordinating graphics, B-roll, and anchor scripts under tight deadlines.
- Booked 30+ high-profile guests, including Fortune 500 CEOs and celebrities.
- Composed detailed research packets, ensuring editorial rigor and host readiness for live and pre-taped interviews.

Segment Producer

Yahoo Finance | New York, NY | November 2018 – June 2019

- Produced interviews for Yahoo Finance's coverage at the World Economic Forum, Forbes Women's Summit, National Retail Federation conference, and more.
- Assisted in field production for Yahoo Finance's "Influencers with Andy Serwer" series, featuring guests such as [Stephen Schwarzman](#), [Tarana Burke](#), and [Alexis Ohanian](#).
- Selected social media soundbites for Yahoo Finance's coverage of Berkshire Hathaway's annual shareholder meeting.

Segment Producer

Bloomberg News | New York, NY | May 2016 – October 2018

- Produced 3-5 daily segments across live shows, including "Bloomberg Daybreak: Americas" and "Bloomberg Markets".
- Managed graphics, booking, and scripting for the sponsored segment, [Battle of the Charts](#).
- Led Bloomberg TV's U.S. Editorial Meeting and doubled group's attendance.
- Helped organize DEI events, including a "Military and the Media" panel with General David Petraeus.
- Supervised and trained production assistants in newsroom workflows.

Production Assistant

Bloomberg News | New York, NY | December 2015 – May 2016

- Aided in production of live broadcasts by greeting on-air guests, printing scripts for on-air talent, and operating teleprompter.

EDUCATION

B.A., Political Science

Purdue University, West Lafayette, IN | August 2015

United States Marine Corps Officer Candidates School

Quantico, VA | August 2013

AWARDS & HONORS

Emmy Award, Outstanding News Coverage | September 2021

National Academy of Television Arts & Sciences