

# adam abernathy

executive producer. head writer. production director.

MR. BALDY PRODUCTIONS, LLC

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## experience

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**JUNE 2018 - NOV 2018**

### CBS/Inside Edition

*Writer/Producer*

Story pitcher, writer & producer for the highest-rated and longest-running news magazine program in the United States. Daily stories ranged from hard, breaking news to entertainment & lifestyle focused to investigative reports & political coverage.

**MAY 2017 - JAN 2018**

### Circa/Sinclair Broadcast Group

*Supervising Producer/Writer, Pop Culture & Lifestyle*

Supervisor & prolific content creator for hugely popular website & socials with 2MM+ followers covering TV, film, music, Broadway, awards, red carpets, & daily breaking news. Intvs w/ Elton John, Billy Joel, Action Bronson, Mario Batali, Glenn Close, Jack Antonoff, Judith Light, Susan Lucci and tons more.

**OCTOBER 2017 - NOVEMBER 2017**

### Nickelodeon/Halo Awards

*Senior Talent Producer/Writer*

Celebrity & honoree interviewer / producer for Nick's annual concert & awards event honoring young humanitarians featuring Kelly Clarkson, Kelsey Ballerini, Nick Cannon, Jacob Sartorius, Hey Violet, Why Don't We, and more.

**JUNE 2016 - SEPTEMBER 2016**

### Macy's Presents Fashion's Front Row/E!/Show Shop

*Senior Producer/Writer*

Short film creator & interviewer for New York Fashion Week runway show & concert. Films featured style icons Iris Apfel & Betsey Johnson and musician/designer Justin Timberlake.

**OCTOBER 2016 - APRIL 2017**

### Wonderama/ Armstrong Interactive /Pix11

*Supervising Producer/Writer*

Integral creative team member for iconic kids show reboot.

**SEPTEMBER 2016, 2017 & 2018**

### Advertising Week/D&AD Impact Awards

*Head Writer/Producer*

Celebrating the charitable & groundbreaking works of world class creatives... all for the common good.

**JUNE 2016 - JULY 2016**

### VH1/Hip Hop Honors: All Hail The Queens/Lincoln Center

*Production Management*

Icons Queen Latifah, Missy Elliot, Salt N Pepa & Lil Kim given incredible tributes in an iconic New York City venue.

**APRIL 2016 - JUNE 2016**

### NBC/Red Nose Day/Punched In The Head Productions

*Producer/Director/Writer*

Career highlight short film featuring Julia Roberts in Phoenix and another with Ludacris in ATL... supervised by Richard Curtis (*Love Actually*, *Notting Hill*).

**SEPTEMBER 2015 - MARCH 2016**

### Condé Nast Entertainment

*Senior Video Producer*

*Vanity Fair. GQ. Bon Appétit. Teen Vogue. Wired. The New Yorker. Architectural Digest. Condé Nast Traveler & more.*

**MAY 2015 - SEPTEMBER 2015**

### SFX Entertainment

*Production Executive/Writer/Consultant*

International electronic music festivals. Live streams. Branded content. Original content. Skrillex. Diplo. Aoki. Zedd. Hardwell & more.

**NOVEMBER 2014 - MAY 2015**

### Show Cobra/LoveLive

*Executive Producer/Head Of US Programming*

Content producer for proprietary, white label video player featuring live music, interviews, festivals, news & unparalleled access.

**APRIL 2012 - NOVEMBER 2014**

### Madison Square Garden Co./ Fuse

*Supervising Producer*

Digital & multiplatform content producer, creator & ideator. Hundreds of musician interviews & festivals, GRAMMYs, *Super Bowl* & more.

**AUGUST 1998 - SEPTEMBER 2011**

### Viacom/MTV Networks/MTV, VH1, Logo

*Vice President, Multiplatform Production & Strategy*

Beginning at the height of *MTV NEWS* then loving every second working the VMAs, *MTV Movie Awards*, *Real World*, *Jersey Shore*, *RuPaul's Drag Race*, *Spring Break*, *TRL*, *True Life*, *Choose or Lose* & hundreds more shows & series.

**Need one supercreative idea?**

*Delivers you twenty.*

**Require solid production vision,  
plans, staff, oversight?**

*Provides beyond expectation.*

**Just need a laugh?**

*Offers unending supply.*

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## education

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**AUGUST 1996**

### Oklahoma State University

Bachelor of Arts (Theatre/Broadcast Journalism)  
Outstanding Senior, College of Arts & Sciences.

*Graduated Top 10% of Class,  
Top 5% of College*

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## fact

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**CAREER CONTENT  
PRODUCED HAS GENERATED  
OVER FIVE BILLION LINEAR &  
DIGITAL VIEWS**

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## contact

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**EMAIL**

*MrAdamAbernathy@gmail.com*

**PHONE**

+011 917 515 2950

**WEBSITE**

*adamabernathy.tv*