

GABRIELLA



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SKILLS

Podcast Piloting & Development
Audio Production & Sound Design in ProTools
Show Production & Team Management
Music & Culture Writing
Research, Booking, Talent Partnerships
Archival Research & Licensing
Database & Production Management
Fact Checking

REFERENCES

Keith W. Jenkins

VP, Music and Visuals Strategy, NPR
kjenkins@npr.org
703.731.6902

MATTHEW J. NELSON

Supervising Senior Producer, Mogul
mnelson@spotify.com
347.336.7496

BRENDAN KLINKENBERG

Supervising Editor, Mogul
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AWARDS/PRESS

EDWARD R. MURROW AWARD **2019**
WEBBY AWARD: BEST MUSIC PODCAST **2020**
VULTURE BEST NEW PODCAST **2021**
SIGNAL AWARD: BEST ARTS & CULTURE SERIES **2023**
VULTURE, TIME & THE ATLANTIC **BEST OF 2023**
NABJ BLACK JOURNALISTS OF THE YEAR **2024**

EDUCATION

University of North Carolina at Chapel Hill

Class of 2018
B.A. in English Literature, B.A. in Interactive
Multimedia & Journalism

Duke University

Inter-institutional Student, Spring 2018

Ardsley High School Class of 2014

Student Body President

ABOUT ME

I'm a freelance Senior Producer with clients that include Wax Poetics and Issa Rae's *Raedio* production company. I was recently the Senior Producer of NPR Music's *Louder Than A Riot*, where we unpacked the 10 unspoken rules holding back women and femmes in hip hop. In my free time I am practicing baking enriched doughs and knitting myself a new wardrobe. My areas of interest include Black music & culture, digital storytelling and immersive audio.

Let's work together!

WORK EXPERIENCE

June 2023 - present

Freelance Senior Audio Producer & Writer

Clients include Issa Rae's *Raedio*, AIR Media, Wax Poetics, Save The Music Foundation and more.

December 2021 - June 2023

Senior Producer, NPR Music

Redefining what it means to investigate "rhyme and punishment" in the second-season of the highly acclaimed podcast *Louder Than A Riot*. I managed a team of 8 and led the production of 10 long-form narrative episodes that unpack how the double standard became hip hop's standard. Our cross platform engagement strategy included weekly social integrations, a TikTok/Reels companion series, and a viral Tiny Desk Concert.

March 2019 - December 2021

Producer, Gimlet Media + Spotify

Produced Seasons 2 and 3 of *Mogul*, in which we reported the stories of the birth of Miami bass music and the obscenity trial of the 2 Live Crew; and the life and death of DJ Screw, a mysterious auteur who helped give the city of Houston its own distinct sound. I also produced *The Mogul Mixtapes*, a weekly, COVID- friendly spinoff of *Mogul*. Previously I worked on *Gimlet's Every Little Thing*, helped to develop an array of pilots for Spotify Original programming, and worked on *The Decade Wrapped*, a data-driven look at the past 10 years of music trends. Prior to all that I held a 6 month internship on the *Mogul* team. Outside of my work, I am deeply proud of my time spent on the *Gimlet Union's Bargaining Committee*, and post ratification my continued advocacy for my colleagues on the union's Labor Management Committee.

May 2018-September 2018

News Administrative Intern, WUNC 91.5

I supported the production of *The State of Things*, a daily program which brings the issues, places, and personalities of North Carolina to the ears of its listeners. I researched and booked guests, conducted pre-interviews and composed scripts. I also worked on the show's social media presence, photographed guests in studio, and developed the web posts for each broadcast. In addition, I audited the demographics of the show to assist producers in their goal of representing WUNC's listenership more accurately.

May 2018-September 2018

Innovation Fellow, UNC School of Journalism Emerging Technologies Lab

I worked as a UX Designer and Project Driver in partnership with WFAE 90.7 and the Knight Foundation to develop a prototype for a forum-based iOS application which will help foster communication between Charlotte's residents and the WFAE newsroom. The project traced provenance from existing investigative platforms like Groundsource, Hearken, WBEZ Chicago's *Curious City*, and the WWNO Listening Post in New Orleans.

January 2017-September 2018

Disc Jockey, WXYC 89.3 FM

I am the founder and former director of *Free Samples*, WXYC's first and only hip-hop oriented program, which is broadcast at UNC Chapel Hill on Thursdays from 5-7PM. I was a member of the reviews and recommendations team which curates the station's library and informs DJs of new releases. I mainly submitted and reviewed both global and local hip hop, r&b, and neo-soul releases.