ALYSSA MANSO

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PROFESSIONAL SUMMARY

- Executive Producer driving live broadcast production and multi-platform content for top-rated programming.
- Lead talent booking, audience growth strategy, and high-visibility event execution.
- Cross-functional collaborator translating creative vision into scalable digital content.

PROFESSIONAL EXPERIENCE

iHeartRadio – New York, NY | Executive Producer

Jan 2024 – Present

- Lead end-to-end production for Z100's #1-rated afternoon show and syndicated programming.
- Direct show strategy, rundowns, timing, and talent integration to optimize engagement.
- Collaborate cross-functionally with programming, engineering, marketing, and digital teams.
- Drive high-profile talent booking and produce interviews for broadcast and digital distribution.
- Oversee real-time troubleshooting and operational decision-making during live broadcasts.

iHeartMedia – New York, NY | Marketing & Promotions Coordinator

May 2023 – Jan 2024

- Executed brand activations across 8 NYC stations, increasing engagement and sponsor visibility.
- Supported major events including Jingle Ball and Powerhouse, managing logistics and integrations.
- Coordinated artist logistics, VIP experiences, media moments.
- Partnered with engineering teams to deliver live remotes and broadcasts.

Freelance | UGC Creator / Short-Form Producer

Jan 2022 – Present

- Manage multiple client accounts, delivering strategic short-form digital content under tight deadlines.
- Consult with brands to define creative direction, timelines, and content goals.
- Translate brand objectives into optimized campaigns for TikTok, Reels, and Shorts.

EDUCATION

- Bachelor of Arts – Monmouth University (2022–2024)
- Associate of Arts – Brookdale Community College (2019–2022)

CORE SKILLS

Live Broadcast Production | Content Strategy & Digital Distribution | Talent Booking & Event Operations | Cross-Functional Collaboration & Project Management | Adobe Premiere, Audition, NexGen, VoxPro