# EVAN HIRSCH

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## PROFESSIONAL SUMMARY

**Newsroom Enablement & AI Strategy Leader**

Media operations and training leader with 15+ years of experience scaling high-velocity workflows in national news environments. Expert at upskilling editorial teams, translating editorial standards into programmable AI guardrails, and driving culture change in high-stakes environments.

**Core Strengths:** AI Solutions Architecture, Newsroom Training & Adoption, AI Governance, Cross-Functional Leadership, Change Management.

## SKILLS

- **AI & Data Strategy:** Prompt engineering (chain-of-thought, few-shot), model evaluation and RLHF alignment, AI safety and governance.
- **Operational Strategy:** Editorial Standards & Integrity, workflow implementation, User Acceptance Testing (UAT), change management, KPI definition.
- **Tools:** Enterprise LLMs (ChatGPT, Gemini, Claude), Cursor, Slack, Microsoft Teams, Adobe Creative Suite.

## EXPERIENCE

*Career progression across national news organizations focused on scaling operational excellence, governance, and AI-enabled workflows in high-stakes environments.*

**NBC UNIVERSAL (NBC NEWS) | New York, NY**
**Senior Producer | Head of Narrative & Content Operations | 2021 – 2026**
*Own the strategic narrative and daily execution for "NBC News Daily," a #1 national franchise. Manage the end-to-end product lifecycle of broadcast content from ideation to delivery for a global audience.*

- **Newsroom Training & Adoption:** Designed and led the AI upskilling program for 20+ producers; created the technical curriculum and "best practices" documentation that bridged the gap between traditional journalism and Generative AI tools.
- **AI Solutions Architecture:** Architected human-in-the-loop AI content pipeline; designed structured prompt libraries to automate manual summarization, reclaiming 15 hours of daily team capacity.
- **Technical Translation & Systems Design:** Bridged editorial and product engineering teams; translated complex newsroom workflows into clear technical specifications for tool iteration and deployment.
- **Governance & Safety Protocols:** Contributed to cross-functional Responsible AI task force; collaborated with Legal, Standards, and Editorial teams to define algorithmic benchmarks and safety guardrails for high-stakes reporting.
- **Data-Driven Optimization:** Analyzed real-time engagement data to refine content strategies, driving program to #1 national Nielsen ratings (1.4M cumulative viewers).

**NBC UNIVERSAL (MSNBC) | New York, NY**
**Line Producer | Workflow & Implementation Manager | 2017 – 2021**
*Directed daily operations for "Meet The Press Daily," focusing on technical modernization, process efficiency, and high-profile political coverage.*

- **Technical Program Management:** Coordinated end-to-end migration of network-wide graphics infrastructure; executed User Acceptance Testing (UAT) ensuring 100% uptime during launch.
- **Operational Continuity & Incident Response:** Directed decision-making protocols during high-pressure breaking news; led incident management ensuring accuracy and safety compliance under extreme deadlines.
- **Stakeholder Alignment:** Managed complex technical execution between creative, engineering, and editorial teams to deliver cohesive, high-visibility projects.
- **Executive Enablement:** Produced technical briefing materials and workflow guides for editorial leads and high-profile anchors to align on-air execution with backend system changes.

**CBS CORPORATION (CBS NEWS) | New York, NY**
**Line Producer | Content Strategy Lead | 2014 – 2017**
*Executed daily content planning and production standards for the Emmy Award-nominated "CBS This Morning."*

- **Quality Assurance (QA) & Standards:** Established rigorous QA protocols for live broadcast, reducing error rates in high-volume, high-visibility content production.
- **Workflow Logic & Standardization:** Streamlined production workflows with repeatable SOPs, creating structured data and process logic necessary for future automation.
- **Product Collaboration:** Partnered with Design and Engineering teams to launch visual data products, increasing viewer retention through data-driven storytelling.

## AWARDS & RECOGNITION

Gracie Award – Best National News Program (2024) · Edward R. Murrow Award – Best Breaking News Coverage (2022) · Daytime Emmy Award nominations (2015–2017) · Mid-Atlantic Emmy Award nominations (2009, 2011, 2012)

## EDUCATION

**SYRACUSE UNIVERSITY | Syracuse, NY**
Bachelor of Science in Broadcast Journalism & Political Science

- Honors: Magna Cum Laude, Phi Beta Kappa