

# Ben Berkowitz

Veteran content strategist, digital leader, project manager

21 Buckingham Garden Pkwy  
Maplewood, NJ 07040  
**(617) 817-1307**  
[berkowitz@gmail.com](mailto:berkowitz@gmail.com)  
[www.linkedin.com/in/ben-berkowitz](http://www.linkedin.com/in/ben-berkowitz)

## EXPERIENCE

### **Axios, NYC—** *Head of News, DEC 2025 - PRESENT* *Managing Editor, NOV 2024 - DEC 2025*

Head of News for a premier national publisher, overseeing core newsletters (AM, PM, Finish Line), news, audience, and other operations. Previously managing editor in charge of business/econ/tech coverage & staff. Oversaw 79% growth in traffic in the first 90 days. Personally responsible, as a writer, for 4% of all global traffic in 2025.

### **Consulting, NYC—** *Various, AUG 2024 - OCT 2024*

Interim executive editor for a national brand in turnaround; reorganized newsroom operations and grew daily avg. traffic 16% in seven weeks.

### **Hedgehog, NYC—** *Editor-in-Chief / VP of Product & Platforms, JUN 2023 - JULY 2024*

Built the worldwide editorial operation for a startup incubated by a global media company. Head of product. Led bizdev and partnerships. Managed PR (brand strategy, Op-Eds, media prep, talking points, etc). Ran talent acquisition for executive-level staff. Developed and implemented editorial AI tools and prompts. Managed seven-figure budgets. Co-wrote investor fundraising decks and handled negotiations with investors.

### **NBC New York/ Telemundo 47, NYC— VP Multiplatform**

JUNE 2016 - MAY 2023

Managed business and editorial operations for NYC's dominant #1 TV digital operation. Executive produced Emmy-winning daily and weekly programming. Oversaw global top 0.1% YouTube channel and a portfolio of six-figure social accounts. Posted seven straight years of double-digit growth. Led budget, hiring, training, operations.

## SKILLS

Editorial leadership  
*360 product development*  
Executive producer  
*Talent management*  
Revenue project creation  
*Turnaround / restructuring*  
Project management  
*Curation*

## AWARDS

**Outstanding Use of Digital Platforms** New York State Broadcasters Association, May 2022 & May 2023

**Silver Baton**  
DuPont-Columbia, 2021

**Best Social Media Strategy**  
Local Media Assoc., May 2020

**Best Podcast** New York State Broadcasters Association, May 2020

**Best Video Strategy** Local Media Assoc., March 2019

**Best Podcast** New York Associated Press Association, April 2018

**CNBC, Englewood Cliffs, NJ— *Deputy Managing Editor***

JULY 2013-JUNE 2016

Managed CNBC.com, overseeing a staff of 20+ writers, editors and producers. Generated three straight years of double-digit growth.

**Reuters, New York / Amsterdam/Boston — *Editor-in-Charge***

MAY 2009-JUNE 2013

Deputy editor-in-charge of all U.S. corporate news. Previously deputy head of European banking & insurance coverage in Amsterdam.

**Fidelity Investments, New York— *Managing Editor***

SEPT 2008-MAY 2009

Managed the relaunch of Fidelity's website as a news portal, wrote and edited content, executed content strategies with the marketing team.

**The Associated Press, NY - *News Editor***

MAY 2007 - AUGUST 2008

News Editor for the AP Financial News online service, in charge of editing and training. Helped lead APFN/AP Biz reorg and ran combined edit desk.

**AOL, NY - *Business Editor***

JULY 2006 - MAY 2007

Business Editor for the No. 2 online business news site globally.

**Reuters, Los Angeles/London/NYC — *Reporter***

JULY 2001-JUNE 2006

Media reporter, oil/gas/utilities/mining team leader.

**Inside.com / Cable World, Los Angeles — *Reporter***

MAY 2000-JUNE 2001

Media and tech reporter.

**Online Journalism Review, Los Angeles — *Assoc. Editor***

SEPT 1999-MAY 2000

Blogger, writer, producer.