Bryan Toussaint

Editorial Leader | Editing, Standards & Newsroom Operations

CNN · NBC NEWS · CGTN AFRICA · TWO-TIME PEABODY AWARD TEAM CONTRIBUTOR

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PROFESSIONAL SUMMARY

Editorial leader with 20+ years at CNN, NBC News and CGTN Africa who sets the editorial bar and makes the writers around him better. Leads a 20-person team of writers, photographers and freelancers at CGTN Africa, owning story assignment, editing at every level, and daily publishing across digital, video, social and newsletter for coverage of 54 countries. Built the house English-language style guide from scratch and redesigned the review workflow, cutting production time 32% with no added headcount.

CORE COMPETENCIES

Editing at every level	Developmental, line and copy editing · fact-checking · headline writing and packaging · structure and narrative
Editorial leadership	Story assignment · coaching and feedback · freelancer and contributor management · acting managing editor
Voice and standards	Style guide creation · AP style · house voice and tone · sourcing and ethics
Audience and distribution	SEO · web and social analytics · content performance reporting · newsletters · short-form video strategy
Subject expertise	AI and technology · energy · governance and geopolitics · business · public health · Sub-Saharan Africa
Tools	WordPress · Drupal · Final Cut Pro · Avid · Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Senior Copy Editor

Nairobi, Kenya

CGTN Africa

Senior editorial authority over all English-language digital, video, social and newsletter content for a leading international broadcaster covering 54 African countries. Serves as Acting Managing Editor in senior leadership's absence.

TEAM LEADERSHIP AND COACHING

- Lead a 20-person editorial team of 14 staff writers, 4 photographers and 2 freelance contributors, assigning, editing and publishing stories daily across digital, video, social and newsletter channels.
- Coach writers through edit notes, direct feedback and regular mentoring check-ins, improving the clarity and consistency of team output and reducing revision cycles.
- Served as Acting Managing Editor on multiple occasions: made final calls on coverage and sensitive stories, managed the relationship with broadcast leadership, and represented the organization externally.

STANDARDS, VOICE AND EDITORIAL SYSTEMS

- Built the organization's English-language style guide from scratch, covering AP style, house terminology, social media voice and video script formatting for 14 writers, 4 photographers and 2 freelancers.
- Redesigned the editorial review and approval workflow, cutting production time 32% against the prior 12-month baseline with no added headcount or budget.
- Act as the final check on accuracy, clarity, structure and house style before publication across all platforms.

PLANNING, PRODUCTION AND BREAKING NEWS

- Plan and run the daily publishing calendar across politics, business, technology and human-interest verticals.
- Direct real-time breaking news coverage across 54 countries at once, setting priorities and coordinating reporters, photographers and producers, including live newscast restructures on 15-minute deadlines.

TECHNICAL SUBJECT MATTER AND AUDIENCE

- Edit and shape coverage of AI adoption, renewable energy, public health, governance and geopolitics, turning technical and policy-heavy material into clear, accurate stories for general audiences.
- Set short-form video editorial strategy across digital and social platforms, driving engagement through concise storytelling and strong visual narrative.

Digital Video Producer

New York, NY

NBC News Digital

Produced and published digital video for NBCNews.com, one of the world's most-visited news websites, in a 24-hour, high-volume newsroom.

- Produced at least three video packages per shift across breaking news, features and platform-specific formats, consistently meeting the target of 1,000 page views per video.
- Coordinated across editorial, broadcast and social teams so content shipped on time, on brand and optimized for each platform's audience.
- Trained and onboarded an incoming digital video producer, transferring the full workflow with zero drop in team output.

Associate Producer

Atlanta, GA

CNN

Produced digital video for CNN.com during a period of rapid growth in digital news.

- Contributed to Peabody Award-winning coverage of the 2008 U.S. presidential election and the 2010 BP Deepwater Horizon oil spill.
- Produced three viral campaigns generating 1.9 million combined views; one launched an ongoing content franchise.
- Wrote captions and produced graphics for three 60-minute daily digital news programs, holding accuracy and institutional voice under live broadcast conditions.

Web Editor and Producer

Atlanta, GA

WXIA-TV (NBC Affiliate)

- Doubled the station website's daily story count by expanding publishing workflows and coordinating more closely with the broadcast team.
- Grew weekend website traffic 30% through search optimization and structured social distribution.

AWARDS

Peabody Award, Team Contributor (x2) — CNN · 2008 and 2010

Telly Award, Bronze · Copy Editor — CGTN Africa · 2026

When Culture Clashes with Class: The Fight to Keep Baringo Girls in School

EDUCATION AND CERTIFICATIONS

Bachelor of Arts, Drama and Communications — University of New Orleans

Google AI Professional Certificate — Google · March 2026

Generative AI applications, prompt engineering, data analysis and responsible AI use in editorial workflows.