

# KERRI KEARSE

## PROFESSIONAL EXPERIENCE

### SOCIAL MEDIA COORDINATOR

PLAYBILL, INC. | OCT 2018-PRESENT

- Created content, drafted posts, and monitored social engagement for Playbill's Facebook, Twitter, and Pinterest accounts
- Curated and organized video content on YouTube, generating more than 11,000 new subscribers within a year and a 35% increase in monthly views
- Covered major theatre industry events on Instagram story and Facebook Live including Tony Awards nominations, Broadway openings, and the Lortel Awards
- Produced features and content pieces for print and online, including co-writing a weekly "Broadway Horoscopes" column
- Generated social reports analyzing engagement and success of new strategies
- Managed a team of interns and directed them in executing social media projects
- Produced and shot selected episodes of Playbill's weekly Instagram Live

### ASSOCIATE PRODUCER / ASSISTANT EDITOR

SANDENWOLFF | SEPT 2016- AUG 2018

- Produced, scripted, and edited short-form documentary and branded content for organizations such as: the Brooklyn Museum, Christie's, the Guggenheim, the New School, Public Art Fund, the Studio Museum in Harlem, and HP
- Managed SandenWolff's digital presence, including: populating SandenWolff.com with newly released films, producing newsletters, and managing SandenWolff's Twitter, Facebook, YouTube, and Instagram
- Conducted interviews with high-profile artists, industry experts, and the public
- Supervised freelance editors, camera operators, and production assistants

### THEATRICAL VIDEOGRAPHER / PHOTOGRAPHER

ST. BART'S PLAYERS | FEB 2016- PRESENT

- Produced, shot, and edited theatrical photos and video teasers to promote productions by NYC's longest-running off-off-Broadway theatre company.

### OFFICE ASSISTANT

FILMBUFF | SEPT 2015-SEPT 2016

- Coordinated events and liaised with vendors for theatrical premieres and VIP after-parties
- Managed office affairs including: ordering supplies, overseeing shipping, scheduling meetings, maintaining equipment
- Screened submitted films and provided coverage for the acquisitions team


### DIGITAL LEARNING INTERN (YEAR-LONG, FULL-TIME ROLE)

MUSEUM OF MODERN ART | SEPT 2014-SEPT 2015

- Designed the online platform for MoMA's 2015 online Teen Course with the Tate and Art Institute of Chicago
- Produced and edited video content to advertise MoMA Courses Online
- Served as an Assistant Editor by providing editors and creative producers with resources from MoMA's digitized collection
- Archived all digital video assets and supplementary materials for the department
- Assisted in the planning, production, and execution of MoMA's ART & IDEAS course for Coursera.org

 Astoria, NY 11103

 757.619.8415

 kerriearse@gmail.com

 www.kerriearse.com

## EDUCATION

BA, COMMUNICATIONS (MEDIA PRODUCTION)

BA, ENGLISH LITERATURE

UNC - Chapel Hill

Class of 2014

ADVANCED STUDIES/ACADEMY DIPLOMA IN  
THEATRE PERFORMANCE

Visual and Performing Arts Academy at  
Salem High School

Class of 2010

## KEY SKILLS

Interviewing  
Video Editing  
Scripting  
Asset Licensing  
Closed Captioning  
Photography/Videography  
Copywriting/Editing  
YouTube  
Instagram  
Twitter  
Facebook  
Vimeo  
Pinterest

## DIGITAL SKILLS

Adobe Premiere Pro/Final Cut Pro  
Adobe Photoshop/Canva  
Hootsuite  
Sprout Social  
Squarespace  
Wordpress  
Mailchimp/Constant Contact  
Office 365/Google Drive  
MAC and PC Proficient