

K E R R I K E A R S E

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA COORDINATOR

PLAYBILL, INC. | OCT 2018-PRESENT

- Created content, drafted posts, and monitored social engagement for Playbill's social media channels
- Curated and organized video content on YouTube, generating more than 30,000 new subscribers within 18 months and increased views by more than 25%
- 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



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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

EXPERTISE

Copywriting & Editing

Interviewing

Videography

Video Editing

Project Management

Social Media Curation & Analytics :

Instagram

Twitter

Facebook

Vimeo

YouTube

LinkedIn

Pinterest

DIGITAL SKILLS

Adobe Premiere Pro & Final Cut Pro

MailChimp & Constant Contact

Adobe Photoshop & Canva

Squarespace & Wordpress

Hootsuite & Sprout Social

Office 365 & Google Drive

MAC & PC Proficient

DSLR Photography

Live Streaming