



# KERRI NICOLE KEARSE

WRITER & MULTIMEDIA STORYTELLER

## PROFESSIONAL EXPERIENCE

### NEW YORK UNIVERSITY

ASSISTANT DIRECTOR, CONTENT MARKETING 2021-PRESENT

- Oversaw storytelling strategies for written and social video content geared towards attracting, engaging, and informing potential applicants and admitted students about the undergraduate experience across NYU's three global campuses
- Curated and commissioned informational articles and first-person essays from current students, professional writers, and admissions counselors as the editor-in-chief of [meet.nyu.edu](https://meet.nyu.edu), NYU's official admissions blog
- Spearheaded and executed social media campaigns and events across all of @MeetNYU's platforms
- Initiated a triple-rebrand of MeetNYU's content site, social media presence, and quarterly print magazine

### PLAYBILL

SOCIAL MEDIA DIRECTOR 2021

SOCIAL MEDIA MANAGER 2020-2021

SOCIAL MEDIA DIRECTOR 2018-2020

- Created content, drafted posts, tracked audience engagement, and oversaw Playbill's brand-voice and social strategy across all platforms, including: Facebook, Twitter, Instagram, & YouTube
- Designed and executed social media and native content campaigns for high-profile brands ranging from Broadway shows to Netflix shows
- Wrote articles for Playbill's digital and print publications

### FREELANCE WORK

STORY EDITOR & SCREENPLAY CONSULTANT 2015-2020

- Wrote thorough and insightful critiques on dramatic structure, dialogue, character, formatting, and theme for clients' novels, feature films, and short screenplays via Upwork

### SANDENWOLFF, INC.

ASSOCIATE PRODUCER/ASSISTANT EDITOR 2016-2018

- Produced, scripted, and edited short-form documentary, educational, and branded content for such clients as The New School, Brooklyn Museum, The Guggenheim, The Public Art Fund, and The Girl Scouts of Greater New York
- Conducted on-camera interviews with high-profile artists, museum curators, industry experts, and the NYC public

## CONTACT

+1 757-619-8415

✉ KNK289@NYU.EDU

🏠 QUEENS, NY

🌐 KERRIKEARSE.COM

🌐 LINKEDIN @KERRI-NICOLE-KEARSE

📷 INSTAGRAM @\_IAMLIVINGCOLOR

## EDUCATION

**B.A. in Communication Studies (Media Production) & English Literature**  
University of North Carolina - Chapel Hill  
2010-2014

**Theatre Performance/Advanced Studies**  
The Visual & Performing Arts Academy at  
Salem High School  
Virginia Beach, VA

## KEY PROJECTS

### WOMEN'S WEEKEND FILM CHALLENGE

**Salud (2022) – CO-WRITER**

Selected to create a short alongside a team of 30 women and nonbinary filmmakers from pitch-to-post-production in 84 hours.

### NEW YORK CITY COMIC CON, 2021

**Panelist, Broadway Bard Party**

Represented Playbill during its first live-play D&D panel. Co-panelists/players include: Broadway's Will Roland, West Hyler, Fergie L. Phillipe, and Gamemaster David Andrew Greener Laws