

Zuri Berry

Email: zuri@zuriberry.com

Twitter: @zuriberry | **LinkedIn:** linkedin.com/in/zuriberry | **Facebook:** fb.com/zuriberry

Work Experience:

WFAE Radio 90.7 FM, Charlotte, North Carolina

Managing Editor for News & Digital, February 2018 – present

- Oversee daily news and digital operations;
- Coordinate digital strategy, including the creation and implementation of a digital roadmap for the station, its social media efforts and newsletters;
- Edit, produce and create news stories, features, projects and websites;
- Have overseen an increase in users/unique visitors (69 percent), sessions/visits (60.9 percent), and an increase in page views (63.86 percent);
- Have overseen an increase in mobile traffic of more than 80 percent, including 80.36 percent in users/unique visitors, 81.46 percent in sessions/visits, and 87.98 percent in page views;
- Have overseen a 33.96 percent increase in social acquisitions during a period of downturn, including an increase of 28.66 percent referrals on Facebook and 61.11 percent referrals on Twitter;
- Have overseen an expansion in newsletter subscribers of 35 percent; and
- Have overseen an increase in social followers, including a 5.2 percent increase of page likes Facebook, a 6.6 percent increase in followers on Twitter, and a 38.9 percent increase in followers on Instagram.

The Boston Herald, Boston, Mass.

Deputy Managing Editor for News & Multimedia, June 2015 – January 2018

- Oversaw and produced content for Boston Herald Radio as a host;
- Served as editor for the Herald's video efforts during a 241 percent increase in video plays from 2015 to January 2018;
- Contributed to the newspaper's day-to-day news editing;
- Spearheaded multimedia projects for front-page features;
- Provided strategic oversight for the Herald's social media, partnerships, and internships;
- Publicized the site's content through social media channels including Facebook, Twitter, Instagram, LinkedIn, and YouTube on a daily basis; and
- Increased following on the Herald Facebook page 83 percent, the Herald's Twitter followers 55 percent, and the Herald's Instagram followers 2,419 percent.

WFXT FOX25's myfoxboston.com (now Boston 25), Boston, Mass.

Manager of Web Content, September 2014 – April 2015

- Served as the editorial compass for myfoxboston.com, the website for the Boston FOX affiliate;
- Managed digital staff and strategy for posting online content, including articles, videos, app alerts, graphics, and social media;
- Increased total page views on all platforms 43 percent, increased visits 94 percent, increased unique visitors 55 percent, and increased video plays 141 percent.
- Spearheaded news projects covering major weather events and breaking news;
- Collaborated with other departments on news specials, advertorial campaigns and social campaigns;
- Publicized the site's content through social media channels including Facebook, Twitter, and Instagram on a daily basis; and
- Increased likes on the popular Facebook page for the site 16 percent (or 50,000) and Twitter followers by 30 percent.

The Boston Globe/Boston.com, Boston, Mass.

Content Producer and Writer, November 2009 – September 2014

- Spearheaded the newspaper and website coverage of the New England Patriots;
- Wrote stories on the New England Patriots, Boston Bruins, Boston Celtics, Boston Red Sox, and New England Revolution;
- Served as an articles editor and video producer;
- Edited copy for online presentation and manipulated the website using Methode; and
- Publicized the site's content through social media channels including Facebook and Twitter on a daily basis.

The Union, Grass Valley, Calif.

Staff Writer and Online Community Manager, September 2007 – October 2009

- Oversaw the creation and development of the newspaper's social media platforms, including the launch of its Twitter account;
- Covered general assignment news and high school sports;
- Wrote an award-winning weekly sports column;
- Edited video to accompany stories;
- Served as the face of the newspaper's online community as moderator; and
- Brought online readers together for events and news-oriented discussions.

Education:

Master of Business Administration candidate, Queens University of Charlotte;
Expected graduation: May 2020.

Bachelor of Arts in journalism, California State University, Chico., May 2007.

Awards & Honors:

- Part of Pulitzer Prize-winning team at The Boston Globe and Boston.com for coverage of the Boston Marathon bombings in the breaking news category (2014).
- Inaugural member of The Poynter Institute's Digital Journalism Leadership Academy with the National Association of Black Journalists (2016).
- APME "Innovator of the Year" award winner as part of the staff of the Boston Herald for Boston Herald Radio (2015).
- Top 10 Associated Press Sports Editors award winner for website, Boston.com, with more than 2 million unique monthly visitors (2013, 2011) and honorable mention in the same category (2012).
- Second place award winner for "Columns" in the California Newspaper Publishers Association's Better Newspapers Contest (2008).

Skills and Specialties: Adobe Photoshop, Final Cut Pro, Motion, Adobe Premiere, Adobe Audition, Audacity, WavePad Audio Editor, Google Analytics, Adobe Analytics, Chartbeat, Parse.ly, Facebook, Twitter, Instagram, YouTube, LinkedIn, CrowdTangle, Hootsuite, SocialFlow, Word, Excel, Wordpress, MailChimp, HTML, and CSS.

Professional Affiliations: National Association of Black Journalists (NABJ); Associated Press Media Editors (APME).

References: Upon request.