

ZURI BERRY

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Work Experience:

Zuri Media & Consulting, Washington, D.C.

Principal, October 2020 – present

- I provide clients with freelance audio, video, writing, and editing services;
- Consult on podcast and book development projects; and
- Provide consultations for journalistic institutions on newsroom operations and digital strategy.

WAMU 88.5 American University Radio, Washington, D.C.

Senior Managing Editor, January 2019 – January 2021

- Oversaw daily newsroom operations for a staff of 20;
- Edited and produced stories for broadcast and online;
- Oversaw special projects and special coverage, including enterprise;
- Project lead on launch of WAMU's daily newsletter; and
- Spearheaded launch of Saturday newscasts.

WFAE Radio 90.7 FM, Charlotte, North Carolina

Managing Editor for News & Digital, February 2018 – January 2019

- Oversaw daily news and digital operations;
- Coordinated digital strategy, including the creation and implementation of a digital roadmap for the station, its social media efforts and newsletters;
- Edited, produced and created news stories, features, projects and websites;
- Oversaw an increase in users/unique visitors (69 percent), sessions/visits (60.9 percent), and an increase in page views (63.9 percent);
- Oversaw a 33.96 percent increase in social acquisitions including an increase of 28.7 percent referrals on Facebook and 61.1 percent referrals on Twitter; and
- Oversaw an increase in newsletter subscribers of 35 percent.

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 (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; and
- Publicized the site's content through social media channels including Facebook, Twitter, and Instagram on a daily basis.

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

Content Producer and Writer, November 2009 – September 2014

- Spearheaded 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; 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, Queens University of Charlotte, December 2020.

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

Awards & Distinctions:

- Editor for the award-winning story, “Women Wrestling Men: A Promotion Of Violence Or Empowerment,” from Radio Television Digital News Association’s Regional Murrow awards (2020).
- Participant in the Corporation for Public Broadcasting’s Editorial Integrity and Leadership Initiative (2019).
- 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).
- 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).
- 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: Microsoft Office (Word, Excel, PowerPoint), Adobe Photoshop, Final Cut Pro, Motion, Adobe Premiere, Adobe Audition, Audacity, Hindenburg Journalist, WavePad Audio Editor, Google Analytics, Adobe Analytics, Chartbeat, Parse.ly, Facebook, Twitter, Instagram, YouTube, LinkedIn, CrowdTangle, Hootsuite, Buffer, SocialFlow, Wordpress, MailChimp, HTML, and CSS.

Professional affiliations: National Association of Black Journalists (NABJ).

References: Upon request.