

ZURI BERRY

MULTIMEDIA EDITOR



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Washington, DC

About Me

I'm a multimedia journalist with experience leading digitally focused teams, audio and video production teams, content strategy, newsletter projects, and local newsrooms.

Experience

Zuri Media & Consulting 2020 - present

Owner & Principal Producer

I am the founder of an audio production and podcast development company that provides clients with contract services. We help with audio and video production, social media promotion, scriptwriting, and project management. I also provide consultations on new and expanding podcast productions, branding, marketing, and digital strategy solutions.

The Baltimore Banner 2023 - present

Digital Strategy Editor

I oversee the digital production team at The Baltimore Banner where we're responsible for maintaining the news organization's website, crafting newsletters, and creating news alerts for The Banner's mobile app. I serve on The Banner's AI committee, which is charged with identifying promising use cases for the organization and developing policies for AI use. My day-to-day work entails editorial, SEO, analytics reporting, and liaising with our product team.

The Boston Herald 2015-2018

Deputy Managing Editor for News & Multimedia

I oversaw and produced content for Boston Herald Radio as a host, served as editor for the Herald's video efforts during a 241% increase in plays, contributed to the newspaper's day-to-day news editing, and provided strategic oversight for the Herald's social media, partnerships, and internships. I was directly responsible for the Herald's 83% increase in Facebook page followers, 55% increase in Twitter followers, and 2,419% increase in Instagram followers.

WFXT 2014-2015

Manager of Web Content

I served as the editor for myfoxboston.com, the website for the Boston Fox affiliate, and managed a staff of four people responsible for posting online content, including articles, videos, app alerts, graphics, and social media. My team was responsible for increasing total page views on all platforms 43% and video plays 141%.

Expertise

 Copyediting

 Reporting


 Audio

 Video

 SEO

 Social Strategy

 Social Media

 Email

Experience, cont.

The Boston Globe / Boston.com 2009-2014

Content Producer

I was responsible for website coverage of the New England Patriots, the New England Revolution, and high school sports, while contributing news and game coverage to the Boston Bruins, Boston Celtics, and Boston Red Sox. I served as a writer, editor and video producer for each sports vertical and publicized the site's content through social media channels including Facebook and Twitter.

The Union 2007-2009

Staff Writer & Online Community Manager

I oversaw the creation and development of the newspaper's social media platforms, including the launch of its Twitter account. I covered general assignment news and high school sports, wrote an award-winning weekly sports column, edited video, served as the face of the newspaper's online community as a moderator, and spearheaded offline events for The Union's readers.

Awards & Distinctions

- Producer for the podcast "Mistakes That Made Me," the Black Pod Awards' Best New Podcast and Best Business Podcast in 2023, hosted by ZMC Podcasts client Eman Ismail.
- 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).
- Editor of the NABJ Journal for its winter and summer 2017 publications (2016-2017).
- 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).

Education

Queens University of Charlotte, 2020, Master's
in Business Administration (MBA).

California State University, Chico, 2007, Bachelor's
in Journalism and American Studies.

Skills

General

AP Style
Editorial Planning
Fact-checking
Filming & Scripting
HTML & CSS
Microsoft Excel
Project Management

Analytics

Google Analytics
Parse.ly

Audio

Adobe Audition
Descript
Hindenburg Pro

Video

Adobe Premiere
Final Cut Pro

Email

Constant Contact
MailChimp

Social

Meta Business Suite
LinkedIn
YouTube

Design

Adobe Photoshop
Canva

Website CMS

Arc
Drupal
Wordpress