

KERRI ESTELLA GRINNAGE

Writer. Creator. Digital Strategist.

I AM...

a multi-passionate, multi-talented copywriter, copy editor, & digital communications leader. From print campaigns to social campaigns, I lead teams in creating transformative content that gets noticed.

PHONE

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VISIT ME

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EDUCATION

Full Sail University

Bachelor of Science, Digital Arts & Design

SKILLS

Communications Strategy	<div><div></div></div>
Project Management	<div><div></div></div>
Copywriting	<div><div></div></div>
Video Production	<div><div></div></div>
Copy Editing	<div><div></div></div>
Creative Direction	<div><div></div></div>

AWARDS

A.C.E. (Always Creating Excellence) Award for Innovation, NYC Environmental Protection, 2019

Amazing Raise Video Competition, UMFS, Grand Prize, 2014 and 2015

Copywriter

June 2021 - Present

JMI | Marketing

- Creates, conceptualizes, implements, and gives voice to creative projects for JMI's broad portfolio of clients, including VCU Health, Dominion Energy and Virginia Tourism Corporation (VTC).
- Work with VTC was awarded travel media publication AFAR's "Travel Vanguard" for a social media campaign highlighting the Black travel experience

Director, Digital Strategy

April 2020 - March 2021

Risa Heller Communications | Public Relations

- With accuracy and timeliness in mind, authored digital, social and graphic communications for corporate and non-profit clients, notably Capsule Pharmacy, Hudson River Park, DoorDash, and every toddler's fantasy, Blippi
- Developed and cultivated relationships with journalists throughout the NYC media landscape

Digital Media Specialist

April 2017 - April 2020

New York City Department of Environmental Protection | Government

- Crafted unique voice and playful but informative tone for NYCWater's verified social media accounts and used Hootsuite to manage communications and analytics as Community Manager and strategist
- Lead copywriter and copy editor for social media; videographer and photographer for social media and press office. Photography was featured in NYC government publications, as well as NYC digital and print media
- Served as Creative Director, copywriter (and model!) for an Out-of-Home ad campaign that ran across all MTA properties (subway and buses), reaching millions of New Yorkers daily
- Digital lead on anti-car idling campaign partnership with rock star, Billy Idol #BillyNeverIdles, supervised and managed external vendors
- Developed, designed and led agency-specific media training workshops for executive staff and key agency spokespeople

Creative Production Manager

August 2013 - May 2016

UMFS | Social Services

- Wrote, directed, and edited video content cross-departmentally
- Drove record agency growth (200+ new employees) with social media-ready videos designed for HR recruitment
- Earned the agency the grand prize two years running in regional non-profit video competition, directed and managed production team
- Developed and managed small video studio usage and equipment and trained select staff in operation of studio audio and video equipment and Adobe Creative Suite
- Designed and wrote technical documentation for studio usage

Project Manager, Email Marketing

September 2011 - August 2013

Royall & Company | Higher Education Marketing

- Collaborated with Account Managers, Copywriters, and Web Designers to ensure that all email copy and HTML was correct and executed to client and company standards
- Managed and documented the pre-release test of in-house email marketing software