

kerriestella

KERRI ESTELLA GRINNAGE

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i am...

a content creating, project managing, copywriting producer extraordinaire. I bring my creative background to the world of scheduling and content management-- I know how to communicate with the creatives, the account teams and the clients to produce projects that resonate with your perfect audience.

skills

- Adobe Creative Suite (Premiere, Audition, After Effects, Photoshop, Illustrator, InDesign)
- Project Management: AtTask, Basecamp, Podio, Asana
- Video Production, Sound Production
- HTML/CSS
- Wordpress development and administration
- Email marketing

experience

CREATIVE PRODUCTION MANAGER

UMFS | Richmond, VA

August 2013 - Present

- **Digital Producer/Project Manager:** Create and maintain production schedules, bringing in third parties when necessary to deliver project according to target completion dates. Produce and publish video content that helps to drive agency goals and engagement. **Notable Achievement:** \$1500 grand prize earned 2 years running in regional non-profit video competition.
- **Studio Manager:** Manages all studio usage and equipment and trains select staff in use of studio equipment. Assists in curriculum development and acts as teacher's assistant to and liaison between agency's Charterhouse School's TV & Media Production class and UMFS.
- **Videographer, Writer, Editor:** Works to create creative and innovative concepts for the agency's in house and public video communications, and develop them from concept through post-production, adhering to brand and marketing standards.
- **Information Technology:** administer VMWare, Windows 2010 and Exchange 2007 servers in a Mac and Windows environment. Provides help desk support for all agency staff (400+ staff in 9 offices statewide) Responsible for new employee technology onboarding and leading twice weekly orientations.

PROJECT MANAGER

Royall & Company | Richmond, VA

September 2011 - August 2013

- **Project Manager:** Worked to ensure the quality and on-time deployment of all email campaigns, from email creation all the way through deployment.
- **Email Marketing Strategy:** Primary in charge of copy creation- collaborated with Account Managers, Copywriters and Web Designers to ensure that all email copy and HTML was correct and executed to client and company standard across text and graphic email campaigns.
- **QA/Development Testing:** Selected to project manage and document the pre-release test of new system designed to batch and update email marketing communications in real time. Test was conducted in tandem with Email Deliverability and Development teams. Worked as quality assurance for email as well as electronic applications, testing and reviewing application experience on computer, tablet, and iPhone and Android platforms.

CENTRAL RESERVATIONS AGENT

The Jefferson Hotel | Richmond, VA

September 2010 - September 2011

- **High-end Customer Service:** Secured reservations for both overnight transient guests and diners, according to AAA Five Diamond and Forbes Five Star Standards. Utilized various sales principles in order to up-sell hotel packages and promotions and maximize guest experience.
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CHOREOGRAPHER & COSTUME DESIGNER

Club Med Sandpiper | Port St. Lucie, FL

November 2009 - August 2010

- In addition to producing and costuming the resort's nightly stage and circus productions, served as organizer and DJ for nightclub functions and became a certified Zumba Fitness instructor, leading classes of guests ranging from children to seniors.

passion project

FOUNDER, THERIGHTSTYLE.COM

The Right Style

February 2013 - Present

- **Digital Content Creation :** Design, develop and maintain [The Right Style](#) website. Create unique content (video, photography and copy) for The Right Style blog.
- **Wordpress:** Serve as webmaster and administrator for Wordpress powered site.
- **Social Media Marketing:** Maintain and develop social media and marketing presence for The Right Style.
- **Project and Editorial Management**
- **Clients/Brand Partnerships:** Suntrust, Columbia Crest Winery, Glamulet Jewellery, GlamST

education

Full Sail University

Bachelor of Science, Digital Arts and Design