

KERRI ESTELLA GRINNAGE

Digital Content Producer and Strategic Project Manager

PROFILE

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SOCIAL



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@kerriestella

I AM...

a multi-passionate, multi-talented digital producer. I bring my creative background to the world of project management-- I know how to communicate with the creatives, the account team and the clients to produce projects that will be sure to resonate with your perfect audience.

SKILLS

Adobe Creative Suite



Photoshop, Illustrator, Premiere, After Effects, Indesign

Project Management



Basecamp, Asana, AtTask, Podio

Video Production



HTML/CSS



Blogging & CMS



Wordpress Development and Administration

EDUCATION

Full Sail University

Bachelor of Science, Digital Arts & Design, October 2009

EXPERIENCE

Creative Production Manager

2013-2016

UMFS | Social Services

Position was created after assessment of my skills, originally hired as Technology Efficiency Specialist

Digital Producer/Project Manager: Created and maintained production schedules. Wrote, directed, and edited video content for departments across the agency. Videos developed for HR recruitment drove record agency growth (200+ new employees). Implemented video into Facebook marketing to drive unprecedented engagement, earning the agency \$1500 grand prize 2 years running in regional non-profit video competition.

Studio Manager: Managed small (3 Sony PMW-200) video studio usage and equipment and trained select staff in operation of studio audio and video equipment. Designed and wrote technical documentation for studio usage.

Videographer, Photographer, Writer, Editor: Worked to create creative and innovative concepts for the agency's in-house and public video communications and develop them from concept through publication.

Project Manager, Email Marketing

2011-2013

Royall & Company | Higher Education Marketing

Managed deployment of email campaigns for all of the agency's 350+ clients

Project Manager: Worked to ensure the quality and on-time deployment of all email campaigns, from email creation all of the way through deployment.

Email Marketing Strategy: 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.

QA/Development Testing: Managed and documented the pre-release test of in-house email marketing software. 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 | Hospitality

2010-2011

In-house reservationist for Five Star hotel catering to visiting notables and business travelers

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.

Choreographer & Costume Designer
Club Med | Full Service Resort

2009-2010

Role changed and expanded to encompass managing all aspects of show production and performance

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

2013-Present

The Right Style

Digital Content Creation: Design, develop and maintain [The Right Style](#) website. Create unique content (video, photography, and copy) for The Right Style blog and e-commerce.

Wordpress: Serve as designer, webmaster, and administrator for self-hosted Wordpress site.

Social Media Marketing: Maintain and develop social media and marketing presence for site.

Brand Partnerships/Sponsored Posts: Suntrust, Columbia Crest Winery, Cover Girl, Marc Jacobs Beauty, Exuviance, Glamulet Jewelry