

KERRI ESTELLA GRINNAGE

Digital Communication Strategist

I AM...

a multi-passionate, multi-talented digital producer & communications specialist. From print campaigns to social, I create transformative content that gets noticed.

CONTACT ME


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SOCIAL

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 [@kerriestella](https://twitter.com/kerriestella)

EDUCATION

Full Sail University
Bachelor of Science, Digital Arts & Design

SKILLS

Communications Strategy	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Project Management	<div style="width: 95%;"><div style="width: 95%;"></div></div>
Social Media Management	<div style="width: 90%;"><div style="width: 90%;"></div></div>
Video Production	<div style="width: 85%;"><div style="width: 85%;"></div></div>
Copywriting	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Creative Direction	<div style="width: 75%;"><div style="width: 75%;"></div></div>

AWARDS

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

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

EXPERIENCE

Director **April 2020- Present**

Risa Heller Communications

- Develop digital, social, and graphic communications plans and press releases for a range of corporate, civic, and non-profit clients.
 - Pitch and secure media placements in online and print publications.
 - Cultivate relationships with journalists and media contacts.
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Digital Media Specialist **April 2017- April 2020**

New York City Department of Environmental Protection

- Lead social media strategy for the nations' largest municipal water utility (@NYCWater). Served 30k+ combined audience as the primary Community Manager.
 - Produced graphics, photography, and video as the social content lead.
 - Created and maintained editorial calendar for NYCWater Medium.
 - Creative Director for annual Out-of-Home ad campaign designed for MTA properties; secured additional ad spend for social media ads.
 - Developed and implemented media training for executive staff and key agency spokespeople, including agency Commissioner.
 - Assisted in the development of Strategic Communications plan to be included in the agency's 10-year Strategic Plan.
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Creative Production Manager **August 2013- May 2016**

UMFS | Social Services

- Created and managed an on-site video production studio and trained select staff in operation of studio audio and video equipment.
 - Wrote, directed, and edited video content for departments across the agency.
 - Drove record agency growth (200+ new employees) with videos designed for HR recruitment.
 - Earned the agency the grand prize 2 years running in regional non-profit video competition.
 - Designed and wrote technical documentation for studio usage.
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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 standard.
 - Managed and documented the pre-release test of in-house email marketing software.
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Show Producer & Choreographer **November 2009- August 2010**

Club Med | Full Service Resort

- Created and produced seven weekly shows, including choreography, lighting, sound, set, and costume design.
- Managed casts of up to 30 people.