



Cathleen Cusachs

Social Media Manager and Creator, Tech Researcher

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Education

M.A. Emerging Media

Boston University, July 2022

Awards: Outstanding Contribution and the Excellence in Communication scholarship
4.0 GPA

B.S. Journalism

Emerson College, May 2018

Minors: Photography and Global Studies

Skills

Adobe Photoshop, Adobe Lightroom, Adobe Premiere, AP style, Audacity, audience development, BeReal, Buffer, Canva, Chartbeat, community moderation, content analysis, content ideation, copywriting, CrowdTangle, data analysis and visualization, experimental design, Facebook, fact-checking, Google Analytics, Google Drive, graphic design, Hootsuite, HTML/CSS, Instagram, interviewing, journalism, media criticism, media ethics, media theory, Microsoft Office, network analysis, online journalism, photography, Pinterest, project management, qualitative and quantitative data collection, Qualtrics, Reddit, reporting, R Studio, search engine optimization (SEO), Snapchat, SocialFlow, social media strategy, Sprout Social, SPSS, TikTok, Tumblr, Twitch, Twitter, UX research, video production, web design, YouTube

Work Experience

GBH

October 2022-
Present

Social Media Manager, GBH Kids

- Develop social media strategy for shows like *Arthur*, *Molly of Denali*, and *Pinkalicious and Peterrific*. Produce content for and manage the community on each show's Facebook, YouTube, Twitter, Instagram, TikTok accounts. Activate and grow the millions of fans that already follow GBH Kids productions. Innovate children's media with the *Arthur* TikTok.
- Launch a brand new children's show, *Work It Out Wombats*, across social media platforms. Seek and cultivate audience on Facebook, YouTube, Twitter, and Instagram.
- Analyze and report performance to quantify the effectiveness of campaigns.
- Partner with brands, influencers, athletes and celebrities on various social platforms.

Boston University

September 2021-
July 2022

Digital Content Producer

- Shared relevant technology news via semi-weekly blogs for the Center for Mobile Communication Studies. Produced graphic cards and social copy for CMCS accounts.
- Managed the Emerging Media Studies brand on Instagram, Facebook, and Twitter. Analyzed and reported performance metrics consistently.

Hearst Connecticut Media Group

October 2019-
August 2021

Social Media Producer

- Conceptualized and applied new social media strategy for 22+ publications. Led newsroom-wide trainings on best social media practices.
- Analyzed and reported performance metrics, with positive growth seen every month.
- Contributed to live event coverage, including a visit from First Lady Jill Biden. Produced social-first graphics. Wrote articles based on online, viral moments.
- Supervised, guided, and trained two other producers

NOLA.com | The Times-Picayune

December 2018-
June 2019

Digital Content Producer

- Reported original stories in digital-first formats, including produced video, Instagram stories, tweet threads, live video, and designed graphic cards. Brought newsroom-produced content to viral levels with strategized posts.
- Moderated a Facebook group of over 50K members.
- Launched the Where NOLA Eats brand's Facebook page, reaching over 3K likes within the first month.

The Boston Globe

July 2017-
December 2017

Editorial Assistant, Globe Magazine

- Worked with editors on story budgeting and editing. Reported briefs, fact-checked feature articles, and formatted pieces for web publication. Assisted on photoshoots.
- Worked with the social media team on the brand accounts across four platforms.

Relevant Projects

Boston University

June 2022

“Learning through gaming: Examining the learning outcomes of EEK! game”

- Led team of eight graduate students in researching an educational video game for a client. Researched and utilized relevant media theory, like excitation-transfer theory.
- Designed experiment and recruited 40 participants. Collected and analyzed data. Presented results in an academic paper and at a conference.

Emerson College

December 2017

“Pokemon trading card game enthusiasts gamble their jobs, money, time”

- Pitched, reported, and wrote original feature-length article.
- Photographed events. Researched culture. Interviewed community members. Designed graphics and web layout.