



Cathleen Cusachs, M.A.

Social Media Strategist, Creator, Tech Researcher

Work Experience

GBH

October 2022-
Present

Social Media Manager, Children's Media

- Develop social media strategy for award-winning national television series like *Arthur*, *Molly of Denali*, *Pinkalicious & Peterrific*, *Work It Out Wombats!*, and *Acoustic Rooster*
- Innovate children's media with the *Arthur* TikTok, reaching over 15 million users a year
- Launched two brand new children's series, cultivating an audience from the ground up
- Create engaging content by filming and producing digital videos, editing animated cartoon clips into social-optimized video, designing original graphics, and copywriting
- Strategize and implement influencer campaigns with creators and celebrities including Mychal Threets, Chance the Rapper, Herbie Hancock, Liv Pearsall, and more

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 content to viral levels with strategized posts
- Moderated a Facebook group of over 50K members
- Launched the Where NOLA Eats Facebook page, reaching over 3K likes in one month

Research Projects

Boston University
June 2022

"Learning through Gaming: Examining learning outcomes of EEK! game"

Boston University
May 2022

"Life After Death: Memorialized social media accounts and presence"

Boston University
April 2022

"Examining celebrity and national figure Twitter posting with efforts to overturn the 2020 U.S. presidential election"

Boston University
December 2021

"Twitch Personas: How branding affects viewer perceptions of streamers"

Emerson College
December 2017

"Pokemon trading card game enthusiasts gamble their jobs, money, time"

Lectures and Presentations

Simmons University
March 2025

"Content Creation Best Practices"

Guest lecture in a Social Media Analytics course

Simmons University
October 2024

"Evolution of *Arthur*"

Guest lecture in a Media Convergence course

PBS KIDS
June 2023

"Finding Your Fans: Secrets to Success on Social Media"

Presentation at Producer's Summit

PBS KIDS
June 2023

"*Arthur*: Imagining the Series for a Digital Future"

Presentation at Producer's Summit

Boston University
June 2022

"Learning through Gaming: Examining learning outcomes of EEK! game"

Presentation at the 2022 #Screentime conference

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