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Cathleen Cusachs, M.A.

Digital and Social Media Strategist, Tech Researcher

Education

M.A. Emerging Media

Boston University, July 2022
Scholarship: Excellence in Communication
4.0 GPA

B.S. Journalism

Emerson College, May 2018
Minors: Photography and Global Studies

Awards

Silver Bell, Integrated Marketing Communications Campaign

58th Bell Ringer Awards, PR Club
GBH's Fund the Future

Gold Honor & Audience Honor, Call-to-Action Campaign

10th Shorty Impact Awards
Arthur's Protect My Public Media

Outstanding Contribution

Boston University, 2022
Emerging Media Studies Division

Skills

Adobe Photoshop, Adobe Lightroom, Adobe Premiere, AP style, audience development, Canva, community moderation, communications theory, content analysis, copywriting, data analysis and visualization, digital advertising, experimental design, Facebook, fact-checking, Google Analytics, Google Drive, graphic design, HTML/CSS, Instagram, interviewing, journalism, media ethics, Microsoft Office, network analysis, photography, Pinterest, project management, qualitative and quantitative data collection, Reddit, reporting, search engine optimization (SEO), Snapchat, SocialFlow, social media strategy, Sprout Social, survey design, Threads, TikTok, Tumblr, Twitch, Twitter, UX research, video production, YouTube

Work Experience

GBH ● Digital Marketing Manager

October 2025-
Present

- Develop and implement digital marketing strategies aligned with business goals for GBH and its sub-brands, specifically driving audience and revenue growth
- Launch and optimize digital advertising efforts, including SEM, display advertising, and paid campaigns on platforms like Meta, YouTube, Reddit, and more
- Manage budgets, analyze performance using analytics tools, refine strategies, and report on return on investment (ROI)
- Monitor trends in digital marketing and emerging platforms to drive innovation and make recommendations across the organization
- Collaborate across teams including organic social, influencers, digital content, newsletters, creative, membership and development, and others to achieve goals
- Continue developing and overseeing the digital and social strategy for *Arthur*, a priority brand with the highest annual engagement rate across the entire organization
- Continue creating high-performing social media content for *Arthur*, reaching over 90 million views annually across TikTok, Instagram, YouTube, and Facebook

October 2022-
September 2025

● 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"