

# SRIYA SARKAR

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## SELECT PROFESSIONAL EXPERIENCE

**North Carolina Deputy Digital Content Director**, *Hillary for America* Jul – Nov 2016

- Oversaw the social media presence for Hillary for North Carolina on [Facebook](#), [Twitter](#), & [Medium](#) with an increased audience growth of 450% on Facebook (garnering 4M video views as well) and 600% on Twitter
- Directed the content team's production of all original content – videos, photos, blog posts, graphics, etc.
- Developed & executed written content & video concepts for surrogates such as VP candidate Sen. Tim Kaine, Cecile Richards, Will Ferrell, Kal Penn, John Cho, and Angela Bassett, among others
- Made photo selections and liaised with the design team when custom graphics were needed

**Online Community Director**, *Lady Parts Justice/Lady Parts Justice League* Feb – Apr 2016

- Oversaw digital campaigns for reproductive rights advocacy targeting pop culture savvy young women
- Determined social strategy, including paid ads, based on the production calendar and news/current events
- Maintained & expanded online presences and set best practices

**Digital Media Producer**, *OneSource Business Consulting* Jan – Jul 2016

- Managed WordPress site by updating copy & graphics, implementing SEO, and tweaking HTML & CSS
- Created wireframes and initial page layouts in WordPress; Conducted brand and marketing research

**Lead Video Content Producer**, *Center for K12 STEM Education* May – Sep 2015

- Shot & edited a web series covering NYCitySTEM: summer STEM workshops funded by the NYC Dept. of Education, Microsoft, & The Fund for Public Schools
- Implemented a digital strategy using video & photo content to drive social engagement

**Operations Manager**, *Upworthy* Mar - Nov 2012

- Played a significant role during the company's emergence overseeing all administrative aspects related to the company's editorial, creative, HR, legal, and financial operations

**Freelance Media Producer** Jun 2010 – Dec 2015

- Worked on numerous big-budget and independent films, television shows, and online projects in various production capacities, primarily as either an editor, producer, coordinator, or production assistant

## CORE SKILLS

**MEDIA PRODUCTION:** Adobe CC, including Photoshop; Final Cut Pro 7 & X; Videography; Live video streaming

**WEB:** HTML, CSS, Javascript, Java; Bootstrap; WordPress; Joomla!; Heroku; Github; Google Analytics; Sketch

**SOCIAL MEDIA:** Facebook, Twitter, Instagram, YouTube, Snapchat; Hootsuite; FB/TW Ads & Analytics

**INDUSTRY:** Content creation; CMS management; Creative and copy writing; Social media management; Digital product prototyping; Standup comedy; Multilingual (English, Bengali, French)

## EDUCATION

**New York University** — MS: Integrated Digital Media (2016) | BFA: Film & Television Production (2012)