

KRISTIN McCracken

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OBJECTIVE Editorial/social media positions with films, festivals, and/or arts/media organizations. Ideally, these positions will utilize my (award-winning) skills in film-related writing, interviewing, editing, social media strategy, website management and sponsor development.

AWARDS **The Webby Awards** | Best Event Website: TribecaFilm.com | 2011 and 2012 (2010 nominee)
MOSAEC Audience Excellence Awards | Best Reel Journalist | 2010

DIGITAL SKILLS Social media (Facebook, Twitter, Instagram, YouTube, Pinterest, TweetDeck, Tumblr); Email marketing platforms (MailChimp, Emma); Website platforms (WordPress; Clickability/Limelight Networks); Adobe Creative Suite; Microsoft Office; Keynote

RELEVANT WORK **Freelance: Social Media Strategist/Journalist/Editor** | 2012-present | New York, NY

Social Media Consultant: Film Festivals

Provide social media strategy, online promotional campaigns and content for film festivals:

- [Hamptons International Film Festival](#) (year-round: 2013-present)
- [Montclair Film Festival](#) (2016)
- [KINO Festival NYC](#) (2015-present)
- Full client list [here](#)

Social Media Consultant: Films

Contract with filmmakers, distributors, and/or publicists for social media work on films. Provide campaign strategy and management across a range of platforms, including website, Facebook, Twitter, YouTube, Instagram and more. Campaign details available upon request.

Full client list [here](#).

Film Journalist

Contribute filmmaker interviews, event coverage and more:

- [The Playlist/Indiewire](#): Sundance, SXSW, Tribeca and Toronto
- [The Huffington Post](#): [Entertainment](#), [Politics](#), [Tech](#), [Impact](#), [Arts & Culture](#), [Green](#)
- [MovieMaker Magazine](#)
- [Filmwax Radio](#)
- [Design Bureau Magazine](#)

Social Media Expert

Advise on social media strategy for filmmakers and festivals:

- Social Media Audits at [Points North Documentary Forum](#) / Camden IFF
- [Seed & Spark](#) (occasionally host Twitter chats about social media marketing)
- [Create the Buzz - Audience Will Follow Panel](#) / New York Women in Film & Television
- Social Media for Film Festivals Panel / International Film Festival Summit 2011
- [The Huffington Post](#)

Memberships and Associations

- Board Member, [Film Festival Alliance](#) (specialize in marketing and communications)
- Advisory Board, [Moving Train, Inc.](#)
- Festival Screening Committees (2013-2014: Hamptons, Nantucket)

TRIBECA ENTERPRISES | [TribecaFilm.com](#) | New York, NY

Vice President of Digital Media | 2011–2012

Director of Web Content and Operations | 2008–2011

Oversaw comprehensive, year-round, umbrella website for Tribeca Enterprises entities:

- [Tribeca Film Festival](#), [Tribeca Film](#), [Future of Film](#), [Tribeca Online Film Festival](#)

Solicited and/or produced all content for the site, including film assets, print interviews, feature articles, promotional pieces, event coverage, blog posts, videos, photo galleries, and “swag bag” giveaways. Edited and sent weekly and/or daily newsletters to database of 94K+.

Developed and executed multi-faceted, year-round digital strategy for Tribeca, including [Facebook](#), [Twitter](#), Tumblr ([Future of Film](#) and [Tribeca Film](#)) [Instagram](#), [Pinterest](#), [GetGlue](#), [YouTube](#), [iPhone app](#), [mobile site](#), [weekly newsletters](#), and syndication ([Huffington Post](#), [IMDB](#)). Leveraged platforms for maximum brand awareness, transactions, sponsorship activation, and promotional benefit. Developed “voice” for Tribeca social media and print content, building an engaged community of film fans across the various platforms. Provided social media direction for entire Tribeca staff.

Managed Digital Team, including web producers, Tribeca Online staff, seasonal Festival staff, freelancers, and interns. Worked closely with video, marketing, programming, press, design, box office, and sponsorship teams to develop cohesive strategies, goals, and plans for execution.

Fully engaged in sales and activation process with sponsorship team. Identified and productized digital properties for Festival and year-round sales. Implemented sponsor activation, including homepage takeovers, custom elements, advertorial, banner ads, and social media integration. Negotiated mutually beneficial advertising and giveaway swaps with other sites.

BOOKS

[101 Things to Do Before You Turn 40](#) | Penguin Group (USA) | September 2005

Sub-rights sold in 2006 for translation into Chinese and Korean

[James Van Der Beek](#) | Scholastic Library Publishing | September 2001

[Katie Holmes](#) | Scholastic Library Publishing | September 2001

[Will Smith](#) | Scholastic Library Publishing | September 2000

[Prince William](#) | Scholastic Library Publishing | September 2000

[Jennifer Love Hewitt](#) | Scholastic Library Publishing | September 2000

[Leann Rimes](#) | Scholastic Library Publishing | March 2000

[Seth Green](#) | Scholastic Library Publishing | March 2000

[Freddie Prinze, Jr.](#) | Scholastic Library Publishing | March 2000

[Leonardo DiCaprio](#) | Scholastic Library Publishing | January 2000

EDUCATION **NEW YORK UNIVERSITY** | New York, NY
1994–1996 | Student Personnel Administration

UNIVERSITY OF VIRGINIA | Charlottesville, VA
1986–1990 | BA | English Language and Literature

EDUCATION **BANK STREET COLLEGE OF EDUCATION** | New York, NY

WORK **Associate Director, Office of Graduate Admissions** | 1999–2008
Assistant Director, Office of Graduate Admissions | 1993–1994
Admissions Assistant, Office of Graduate Admissions | 1990–1993
Counseled and recruited prospective students in individual and group settings.
Served as Web Editor for [Graduate School website](#).
With colleagues, reviewed and evaluated over 600 applications per year.
Coordinated special events, including graduation and student orientations.
Served as Student Support Coordinator (and NYC guide) for undergraduate students.

Administrative Manager, Graduate School of Education | 1997–1999
Served as senior staff assistant to the Dean of the Graduate School.
Organized divisional events, student orientation programs, and faculty/staff retreats.
Supervised support staff for 75 faculty members.

Acting Director, Career Services Office | 1996
Counseled students and alumni regarding job search plans; reviewed résumés and cover letters;
edited and distributed weekly career services bulletin; arranged recruitment visits.

BARUCH COLLEGE/CITY UNIVERSITY OF NEW YORK | New York, NY
Various Positions, Office of Student Life | 1994–1999
Developed academic and personal programs for students in diverse, urban, public institution.

NEW YORK UNIVERSITY SCHOOL OF EDUCATION | STUDENT SERVICES & PUBLIC AFFAIRS | New York, NY
Graduate Assistant, Orientation Coordinator | 1995–1996
Advised, counseled, and referred students with educational, personal, and financial concerns.

TEACHING **Adjunct Instructor, Writer's Workshop** | Bank Street College | 1999–2008
Adjunct Instructor, Grammar Workshop | Bank Street College | 2006–2008
Instructor, Freshman Orientation | Baruch College | 1994–1997
Instructor, Freshman Orientation | NYU | 1995–1996
Instructor, International Graduate Student Orientation | NYU | 1995–1996
Presenter, Educational Workshops | Bank Street; Baruch; NYU | 1994–2008