

KYRA JAMES

Culture obsessed social producer with 10 years of hands-on experience. Zealous about meaningful storytelling, community growth and inclusion.

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EDUCATION

Certificate, Advanced
Social Media Strategy

@SyracuseU, 2020

BA, Communications
Minor, Fine Arts

@uvi.edu, 2017

TOOLS

Adobe Creative Suite
Final Cut Pro
Wordpress
Planoly
Later
Asana

PLATFORMS

Instagram
Twitter
Tiktok
YouTube
Facebook

SKILLS

Graphic Design
Video Production
Cultural Awareness
Community Building
Engagement Strategy

WORK EXPERIENCE

Social Producer

The Recording Academy | Full Time

- Execute a digital content strategy that promotes awareness of MusiCares and delivers on-brand, diverse, and inclusive content.
- Write, capture, produce, and edit highly engaging and shareable video content for MusiCares' website and social platforms
- Through a combination of self-capture and film crew management, attend events to produce video content that authentically tells the story of Musicares' mission and how they help the music community.

Social Media Specialist

Self-Employed | Freelance

- Lead the design, production and deployment of social first projects for clients like Summer Walker, MTV and Refinery 29
- Ideate innovative content around stories, reels and lives
- Support and develop relationships with influencers and strategic partners to build community

Brand and Social Manager

xoNecole | Full Time

- Monitored trends and hot topics to create relevant posts that skyrocketed following by 10k and impressions by 15M per month + website clicks by up to 20K per post
- Designed visually compelling and engaging Instagram content and write thumb-stopping captions
- Ideated and executed social media strategy for branded campaigns with clients like Toyota, Ulta Beauty, STARZ, BET+ and Amazon Prime
- Pitched and produced social video concepts featuring celebrities and influencers that align with target audience
- Attended events and captured coverage on and off the red carpet