

MACKENZIE RIVER FOY

Creative Content | Production Management | Audience Strategy

WORK EXPERIENCE

Black Joy Social Producer

Reckon News | 2022 - Present

- Ideating, pitching and producing social media content across Instagram, Twitter, FB and TikTok
- Creating and managing media plan for Black Joy social accounts
- Scheduling and publishing social posts to meet deadlines and content expectations
- Launching social media pages for the new Black Joy brand at Reckon News
- Developing performance driven social media strategies Identifying audience personas based on performance intel
- Working with reporters, editors, and audience team to execute projects in collaboration
- Editing social video including interviews, news coverage, social media round ups, histories and reviews
- Tracking social trends and creators of interest for Black Joy
- Curating content for social media stories and social first reporting

Creative Content Producer

Jobs with Justice Education Fund | 2021- 2022

- Project lead for Paid Time Off Magazine and Worker Revival Songwriting Contest
- Conceptualize, design, produce, and launch digital and printed media projects
- Build and maintain relationships with cultural workers, artists, historians, and media industry professionals
- Integrate narrative strategies and cultural interventions into anti-racist worker organizing across the country
- Design processes for community engagement around storytelling
- Curate and lead community engagement experiments including short documentaries, digital billboards, games, and magazines
- Provide messaging and graphic support for organizing, policy, fundraising, membership, and research projects

Editor-in-Chief

Village X Magazine | 2020-Present

- Remotely manage and support a staff of 6 writers from concept development through project distribution
- Evaluate and approve magazine submissions and pitches
- Produce and consult on media projects with community and corporate partners
- Copyedit submitted short stories and recipes
- Design layout for 25 page print magazine
- Curate calendar of content, workshops, and public readings
- Engage and grow member base with digital content and communications strategies

Associate Producer

Laura Coates Show | 2017-2018

- Produced segments on Black women's maternal health, food justice, and Kwanzaa
- Managed SiriusXM UrbanView channel twitter and Facebook
- Designed promotional material and targeted communications content for the Laura Coates Show

EDUCATION

Georgetown University

B.A. in American Studies, minor in Film and Media Studies

WHO?

I am a writer, producer, and editor with expertise in Black American Internet culture, culinary history, and radical literature.

YOU DO WHAT?

- Research and Development
- Audience Growth Strategy
- Curation and Design
- Project Management
- Adobe CC Editing and Design
- Film Photography
- Post-Production & Archiving

GET IN TOUCH!

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Check out my website to see recent freelance projects and collaborations

WWW.MACKENZIERIVER.SPACE