



SIERRA L. BOONE

IMPACT STORYTELLER &
CONTENT CREATOR

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ABOUT ME

Creative, skilled media professional with interests in beauty, social justice, and pop culture. Excellent writing and communications skills, and well-adapted to fast paced environments.

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN JOURNALISM
NORTHWESTERN UNIVERSITY | 2013 - 2017
WILDCAT EXCELLENCE AWARD RECIPIENT

EXPERIENCE

CO-CREATOR & EXECUTIVE PRODUCER

BEAUMANITIES THE SHOW (NYC AND DETROIT, MI)
JAN 2019 - CURRENT

- Wrote, produced, directed and hosted live-action and animated educational web series experiment, which received Official Selection in NYC Web Festival.
- Collaborated with Kaychel Boone, animation artist, to use the art medium for telling stories of social impact and critical theory through beauty and makeup.

ACTIVATION HOST

ADIDAS (FLAGSHIP LOCATION, NYC)
MAR 2020 - COVID-19 SHUTDOWN

- Partnered with Adidas AG Branding team to host an on-site activation athletic game, titled "Faster Than Lightstrike Challenge," to promote SL20 shoe.
- Walked customers and participants through the game development to boost social discovery of the shoe.

CROSS-PLATFORM SOCIAL VIDEO PRODUCER

NAMELESS NETWORK (NYC)
OCT 2018 - MAR 2020

- Produced 50+ videos across verticals for client AOL's 'In The Know', amassing 10+ million views.
- Hosted and assistant produced premium AOL social series, In The Know Explains.
- Assistant produced the Webby-nominated Facebook Watch series, Everything Explained.
- Led strategy direction for Nameless Network social channels, an audience of 3+ million at the time.

CONTENT FELLOW

BABEL INC. (NYC)
FEB 2018 - AUG 2018 (6-MONTH FELLOWSHIP)

- Led project management for digital video series, "Culture City," published on the Babel Magazine and YouTube channel.
- Assistant produced Spanish Crash Course video series which was featured on the Apple Store's Today tab.

SKILLS

- Social media strategy
- Research
- Scriptwriting
- Video production & hosting
- Adobe Creative Suite
- Copy editing and writing
- Project management
- Reporting & interviewing