

KIRATIANA E. FREELON

Rio de Janeiro, Brazil

kiratiana@gmail.com // @Kiratiana // +1(312)-890-2381

EXPERIENCE

EUNIQUE ENTERPRISES, Rio de Janeiro, Brazil 2010-Present
Founder & Principal of boutique media company championing international news, sports, travel and intercultural understanding through video, traditional and new media. Recognized as social media specialist and as a passionate reporter on news in Brazil, travel and tourism, Olympic sport and digital media. Recent clients in Brazil include New York Magazine, The Root, The Christian Science Monitor, France 24, Rioonwatch.org and the International Journalism Network. Reported on the 2012 London Olympic and Paralympic Games for the Kenya Daily Nation newspaper. Wrote and published travel guides, including one on Black Paris that was featured at the Alliance Française de Chicago, Minneapolis and Milwaukee. Tapped by DNAinfo.com, The New York Daily News, The Huffington Post, Loop21.com, the Grio.com, Ebony.com and others to contribute content on the Bronx, sports and culture.

RIO 2016 ORGANIZING COMMITTEE, Rio de Janeiro, Brazil May-Sept. 2016
Social Media Communications Consultant with the organizing committee of the Rio 2016 Olympic and Paralympic Games. During Olympics, managed an eight-person team responsible for English social media channels—Twitter (600k followers) and Facebook (2.2 million likes). Curated articles, photos and videos to optimize reach and impressions on platforms. Worked with editorial and video teams to develop high-performing content for social media. Partnership resulted in highest performing video (Tips for Gringos – Olympic Portuguese) and editorial theme for website (When is the Opening Ceremony, Usain Bolt’s run, Michael Phelps’ swim). Initiated an English Facebook Live strategy that included tours of Rio de Janeiro, interviews with athletes, and highlights of the day during the Olympics and Paralympics.

THE WASHINGTON POST, Washington, D.C. June-Aug. 2014
Audience Engagement and Video Intern at daily newspaper. Responsibilities included general assignment reporting, such as the World Cup, Ferguson and a Wonkblog feature on digital social enterprise, managing main social media accounts and producing social video. Produced a popular three-minute video in Brazil on the first day of the World Cup. Wrote several articles that became the “most read,” (one successfully debunked a false viral story through traditional reporting methods). Took over Style section Facebook account and increased engagement by 500 percent.

THE NEW YORK TIMES, New York, N.Y. Jan.- May 2014
Social Media Intern at daily newspaper that has the largest Web traffic among American newspapers. Tracked and analyzed effectiveness of content in driving traffic to website. Studied the effectiveness of international news posts and made recommendations to improve their performance. Initiated a weekly Facebook update that tracked changes on platform and made recommendations that increased the page’s engagement.

BURRELL COMMUNICATIONS Chicago, Ill. 2010 - 2011
Editor and Digital Content Manager for marketing communications company whose clients include McDonald’s. Managed editorial and technical projects of an American Airlines multicultural website. Assigned articles. Organized production of five to seven minute international travel videos. Introduced social-media content calendar that quintupled Facebook community activity. Initiated outreach program with influential bloggers, resulting in more than 140,000 page views, and raised awareness among African-Americans.

CHICAGO 2016, Chicago, Ill. 2006 - 2009
Manager, Education and Culture for nonprofit organization that championed Chicago’s bid for 2016 Olympic and Paralympic Games. Launched national Olympic Week Program sports and education program involving 350 schools, 230,000 students and 15,000 teachers. Supported social media presence through content on Twitter, Flickr, YouTube, Facebook and blogging for corporate website.

FRENCH MINISTRY OF EDUCATION, Paris, France 2005 - 2006
English Teacher for French Ministry of Education teaching English in a French public middle school.

HYDE PARK HERALD, Chicago, Ill. 2004 - 2005
Lead Reporter for weekly newspaper serving Chicago’s Hyde Park neighborhood. Provided coverage on

controversial public school proposal to close failing schools and reopen facilities as charter schools.

HARVARD CRIMSON, Cambridge, Mass.

1999-2000

Reporter for university daily newspaper of Harvard University and wrote more than 30 stories focusing on Cambridge city issues.

EDUCATION

City University of New York Graduate School of Journalism, New York, N.Y.

Dec. 2014

Master of Arts in Journalism, International Reporting and Video Journalism focus. Completed capstone video about the high murder rate of transgender women in Brazil. Video included reporting from Salvador and Rio de Janeiro, Brazil.

Harvard University, Cambridge, Mass.

June 2002

Bachelor of Arts in Economics, minor in German Literature; cum laude; John Finley Post-Graduate Fellow for international travel (studied and traveled in West Africa, South America and Europe).

MEMBER

National Association of Black Journalists, co-chair, Digital Journalism Task Force; National Association of Hispanic Journalists; New York Press Club; Online News Association; Journalism and Women Symposium; Society of Professional Journalists; Overseas Press Club.

SKILLS

Advanced French, Advanced Portuguese, proficient German; HTML, CSS, WordPress, Reaper, Final Cut 10, Final Cut 7, Adobe Premiere, Lightroom.

HONORS

2014 New York Press Club Stan Brooks Memorial Scholarship. 2014 NABJ Board Scholarship winner. 2014 NAHJ Scholarship winner. Speaker at 2011 South by South West; Listed on BlackEnterprise.com list of *Top Blacks in Travel to Follow on Twitter* in 2011 and *Top Blacks in Tech to Follow* on Twitter in 2012; featured in 2011 in Clutchmagonline.com article *11 Black Women Inspiring Us To Travel*; and a 2005 finalist in the Miller Urban Entrepreneurs Business Plan Competition, Chicago, Ill.

Links to Clips

Rousseff Impeachment: Why some see it as Brazil's Only Path to Change

<http://www.csmonitor.com/World/Americas/2016/0418/Rousseff-impeachment-Why-some-see-it-as-Brazil-s-only-path-to-change>
<http://www.csmonitor.com/World/Americas/2016/0418/Rousseff-impeachment-Why-some-see-it-as-Brazil-s-only-path-to-change>

How One Brazilian Doctor Connected Zika to Birth Defects

<http://nymag.com/thecut/2016/02/brazilian-doctor-connected-zika-to-birth-defects.html>

How Entrepreneurial Journalism is Taking Off in Brazil

<https://ijnet.org/en/blog/how-entrepreneurial-journalism-taking-brazil>