

SE'ERA SPRAGLEY RICKS

AUDIO & DIGITAL MEDIA PRODUCER

CONTACT

Alexandria, VA
hello@seerasharae.com
seerasharae.com

ABOUT ME

Audio and digital media producer specializing in podcasts and broadcast media, show development, and curation. Interested in projects and opportunities in audio, film, and digital media that invests and creates spaces for Black storytellers, creators, voices, and stories.

EXPERIENCE

ASSOCIATE PRODUCER - PRX

FEBRUARY 2021 - PRESENT

Produce and curate audio stories for PRX Productions, a team of audio directors, editors, sound designers, engineers and producers that help make audio in all forms: podcasts, broadcast shows, experiential audio, and sonic identifiers for our partners, including PRX Remix, PRX's SiriusXM 24/7 channel of audio stories and podcasts. Host and moderate panel discussions across the organization, and scriptwriting and show development support on other PRX podcasts and projects. Manage all details of Podcast Wine Down including show format, scheduling guests, website content, social media - past guests to include Bottom of the Map, NPR's Code Switch, Radiotopia's Ear Hustle and Spotify's Dissect.

COMMUNITY MANAGER - PRX PODCAST GARAGE

AUGUST 2019 - FEBRUARY 2021

Managed the PRX Podcast Garage location in Washington, D.C. and virtually due to COVID-19, scheduled programs and trainings that built community, increased traffic to the Garage, nurtured new and underrepresented voices, and raised overall brand awareness of PRX. Built and managed organizational partnerships & relationships across the District.

MARKETING & ENGAGEMENT COORDINATOR - WAMU 88.5 FM

SEPTEMBER 2018 - AUGUST 2019

Facilitated and project managed internal and external cross-department collaborations to include The Kojo Nnamdi Show 20th Anniversary Campaign, StoryCorps partnership with WAMU and DCist Membership Campaign. Provided support for events such as Kojo 20 pop-up and roadshow events, The Pod Shop Listening Party, Speaking Freely: 1A and The Daily event with Joshua Johnson and Michael Barbaro, DCist Launch Party, Leadership Circle Reception and Kojo 20 Celebration with Lonnie Bunch and Trouble Funk. Served as department's budget manager reconciling expenses and fulfilling budget and contractual obligations with internal and external stakeholders. Developed and tracked key performance indicators (KPIs) research dashboard for station-wide reporting and distribution. Assisted media relations and communications specialist with coordinating content and distribution for station's internal newsletter, WAMyou (150+ full-time and part-time staff), and external newsletter, WAMU Insider (85K+ members and subscribers) via MailChimp. Provided administrative support and completed other duties as assigned for senior marketing and engagement director.

VISIT [SEERASHARAE.COM](https://www.seerasharae.com) FOR ADDITIONAL JOB EXPERIENCE

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PROFESSIONAL ACTIVITIES

AUDIO TRANSCRIPTION

Maintain strict confidentiality and privacy practices across each project with all clients. Independently contracted to evaluate and interpret audio and video dictation, maintaining accuracy, recognizing terminology and discrepancies, and proper formatting to deliver to clients by established deadlines.

INDEPENDENT FILM PROJECT (IFP WEEK) - MODERATOR SEPTEMBER 2020

- "Did I Just Hear That?" – a conversation with Lisa Hagen (No Compromise/NPR), Joshua Bloch (Escaping NXIVM/CBC), Laura Beil (Dr. Death/ Wonderly), Josh Dean (The Clearing/Gimlet and Pineapple Street Media), Laura Beil (Dr. Death/Wonderly), and Henry Molofsky (Wind of Change/Pineapple Street) about the sometimes unbelievable things they've heard and gotten on tape.
- Podcast Wine Down with The Atlantic's "Floodlines" – a conversation with Vann R. Newkirk II (Floodlines/The Atlantic) and Podcasts in Color founder Berry Syk about the cultural impact of the podcast.

NABJ/NAHJ MODERATOR - PODCASTING FOR REACH AUGUST 2020

Co-led an interactive workshop to help participants make sense of podcasting from the ground up with hands-on exercises. Focused on learning strategies to confidently make key early decisions, identifying ways to create a podcast that fills meaningful needs for their audience, and learning how to stand out in a crowded market.

DEI COMMITTEE - WAMU 88.5 SEPTEMBER 2018 - AUGUST 2019

Served on the leadership team as the recruitment lead and ensured that a representative from our committee sat on every hiring panel. Assessed prospective candidates' proficiency to engage and collaborate with colleagues of various backgrounds, and ensured each candidate demonstrated a commitment to fairly representing each voice in our organization. Implemented search and recruitment strategies to build a diverse and inclusive staff. Extended our pool of candidates by offering equal opportunities to marginalized groups to create a workplace culture that's reflective of the community we engaged, and truly bring unique and innovative programming to our audience.

THE POD SHOP - WAMU 88.5 FM SUMMER 2018 - FALL 2018

Assisted the managing producer and program coordinator in reviewing and narrowing down 541 applications received to eight finalists. Served on the in-person interview panels to find unique, innovative and underrepresented voices to be a part of the inaugural cohort. Supported our director of partnerships and events with managing logistics for The Pod Shop Listening Party, including setup and breakdown, vendor and venue management and volunteer management.

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SKILLS & EXPERTISE

- Adobe Audition
- Final Cut Pro X
- Audio recording and editing
- Video recording and editing
- Creative Writing
- Voiceover
- Strong Interview Skills
- Project Management
- Scriptwriting
- Working knowledge and understanding of podcasts and radio
- Knowledge of FCC as well as other Federal, State, and local broadcasting regulations
- Email Marketing
- Event Production (In-Person and Virtual)
- Social Media Marketing

REFERENCES

REFERENCES ARE AVAILABLE UPON REQUEST