

KRISTIN BERCHAK

DIGITAL CONTENT PRODUCER * VIDEOGRAPHER * PRODUCER * ASSOCIATE PRODUCER * WRITER

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ABOUT ME

My name is Kristin Berchak, and I'm currently attending Kent State University as a Digital Media Production major and Entrepreneurship minor, with a large focus in broadcast journalism and social media production and management. I fell in love with editing and writing in my time at Kent, and that love has grown to producing and making news content as well as entertainment work. With my minor in entrepreneurship, I really have a passion for helping other people, so I've also taken classes in nonprofit management, which has been a wonderful learning experience. It's outlined in more detail in my experience column, but since entering my college career, I've loved staying busy! I've been a part of over half a dozen positions in my time at Kent, and that's been something that has benefited me beyond my in-class education. I'm a very dedicated worker and am eager to learn more.

SKILLS

- FAMILIAR WITH ENPS, ROSS-INCEPTION, PREMIERE PRO, BLOX AND SOCIAL MEDIA PLATFORMS
- HARDWORKING AND DILIGENT
- GOOD AT PLANNING AND ORGANIZING
- HAVE FILMED AND EDITED NUMEROUS SHORT FILMS, SMALLER PACKAGES AND INTRO VIDEOS, VO (VOICE OVER SOUND) AND AM CURRENTLY LEARNING GRAPHIC DESIGN
- VERY PERSONABLE

EXPERIENCE

TV2 Associate Producer

2018 - currently

The Blurb (Entertainment): I became an associate producer (AP) for The Blurb in my first semester as a freshman, where I became the right-hand man to the two producers. I was in charge of writing stories, organizing and dropping graphics, making VO (voice over sound), creating and pitching story and segment ideas, pitching and creating segment videos and helping with whatever else was needed before and during the live show.

Newscasts: My first newscast that I was an AP for was the Wednesday newscast Fall 2020, which was a really interesting role and transition to the news department. I worked as the second person in line for whenever the producer was busy, needed help or anyone on the cast needed help. I wrote news stories, made VO, wrote one liners and did whatever else was needed before and during the live show. I was also an AP for the Friday Newscast where I held the same responsibilities in the Spring 2021 semester.

Portage Pulse: I was the AP for Portage Pulse my sophomore year, Fall 2019, which was a nice difference between the entertainment world and news world, because although it was still a political show, it held different segments and stories than the newscasts, which were allowed to be politically driven. I held similar jobs as the newscasts, but a lot of the tasks were more independent and gave me more freedom to write and create content.

Producer

2019 - currently

- I LEARN VERY QUICKLY
- FAMILIAR AND COMFORTABLE WITH LEADERSHIP POSITIONS

EDUCATION

Kent State University

2018 – currently attending

I am a current Kent State student majoring in Digital Media Production with a minor in entrepreneurship. I also work in broadcast journalism and social media positions.

Rocky River High School

2014 - 2018

I graduated from Rocky River High School in 2018, serving as a scholar athlete and the editor of my high school newspaper. I was also a member of marching band, drama club and key club.

I started my producing position my second semester of my freshman year, which I still happily hold. In my time as a producer, my position has evolved as I learn more and understand the programs I'm working with more. As a producer I developed skills to create something from the ground up that had a deadline and relied on me. This was my first taste of leadership and my first experience as a video editor, showrunner, segment maker, rundown creator and social media promoter. This is where I fell in love with editing, putting together digital content and finding ways to expand in other platforms, especially social media.

Digital Content Producer

Spring 2021 - currently

I worked in this position for one semester before moving into a managerial position of this department. I fell very in love with it by the end of the semester, and as a digital content producer, I'm essentially the bridge between TV2, Kent's broadcasting station and The Kent Stater, Kent's newspaper. I technically work for KentWired, where I make my own content for the platform and post on social media sites like Facebook, Instagram and Twitter any stories that I feel are newsworthy.

HerCampus Writer

Fall 2019 – currently

I currently work for HerCampus on their editorial team, where I write and pitch articles bi-weekly. The articles I've written for the past two years have ranged anywhere from a political piece I wrote on the 2020 election, the importance of repurposing wardrobe pieces and their effect on the climate crisis and a few pieces on mental health and other wellness articles, among other opinion and feature pieces.

A Magazine Videographer

Fall 2020 – currently

I currently function as one of three videographers for A Magazine, which is a magazine at Kent State that surrounds articles and video work between the lines of fashion, beauty and culture. I fulfill any art requests that get sent to me from written web pieces. I also fully produce, pitch and edit content that is posted to social media platforms like TikTok and Instagram.

Entertainment Digital Content Manager

Fall 2021 – currently

I currently act as the entertainment digital content manager for TV2 Entertainment. I actually developed this position after noticing a gap in this department that I felt I would be a good fit for. I'm very passionate about TV2's Entertainment department, especially after serving as a producer for the past 3 years in this department. I regularly post for all 5 entertainment shows, at least five times a week to platforms like YouTube, KentWired, Instagram, Twitter and whatever else comes up along the way!