

KAREN HARDING

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Award-winning digital content strategist, producer, creative director, copywriter, and project manager. Works with organizations to execute compelling video and digital communication content to connect to unique audiences. Specializes in corporate identity, public affairs, cause marketing, brand marketing, and nonprofit communications.

Key skills include:

- **Strategic visual content development for:** corporate videos, convention films, virtual summits, web content, social media, static ads, digital presentations, pitch decks, podcasts
- **Production:** discovery, research, proposals, copywriting, interviewing, scripting, storyboarding, creative post-production, graphic content, project management, budgeting, business development, client services, vendor sourcing
- **Design proficiencies:** Waymark, Filmora Wondershare, Animoto, Canva, Squarespace, others

PROFESSIONAL EXPERIENCE

NARRATIVE LABS, LLC

2019 – present

DIRECTOR OF DIGITAL CONTENT AND STRATEGY, FOUNDER

- Founded and developed a collaborative production company to drive organizations' digital communication content
- Research and produce persuasive videos and digital presentations to communicate identity, mission, accomplishments, initiatives, learning, and calls to action
- New business includes virtual convention film kicking off the Rockefeller Brothers Fund initiative for Climate Jobs New York

THEM MEDIA

DIGITAL CONTENT SPECIALIST

2009 – 2019

- Drove company's new digital content division
- Pitched projects, collaborated with clients; led public affairs, PR, and marketing content
- Directed and produced persuasive content for Drive Medical, DeVilbiss Healthcare, World Energy Forum Dubai, North Shore-LIJ Health System (Northwell Health), DIY Channel, NY State AFL-CIO, United Way, and more
- Interviewed CEOs, executive leadership, elected officials, employees, and stakeholders
- Created static and video content for social: 2018 New York State voting campaigns

DEVELOPMENT SPECIALIST, BROADCAST

2006 – 2009

- Developed programming pitches and storylines; coordinated talent, locations, and shoots
- Presented at development meetings with Bravo, MTV, VH1, Oxygen Network, and talent agencies

CONSULTANT; MARKETING CONTENT STRATEGIST & WRITER

2001 – 2006

- Pitched and created successful branded content strategy for McDonald's entertainment platform
- Authored extensive library of cross-platform content for McDonald's Worldwide and Warner Bros
- Composed and produced advertising musical scores and lyrics for Maybelline/L'Oreal and Ubisoft

SELECT AWARDS

Telly Award Winner:

- Public Relations: Climate Jobs NY, (2021) Telly Gold Award
- Public Affairs: United Nations WEF New Suburbia and the End of Sprawl (2017)
- Corporate Image: Drive DeVilbiss Healthcare: Enhancing the Lives of People (2016)