

TIRZAH WEISKOTTEN

CONTENT STRATEGIST & MARKETING INNOVATOR

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Dedicated media leader committed to creating content that inspires curiosity, learning, and community connection. With experience at PBS KIDS and National Geographic, brings expertise in developing innovative, data-informed campaigns that engage diverse audiences and advance organizational missions. Recognized for fostering collaboration, mentoring teams, and producing media that delivers measurable impact and cultural relevance.

AI & Emerging Tech | Audience Development & Engagement | Campaign & Product Marketing | Content Strategy Collaboration | Data-Driven Decision Making | Digital & Social Media Production | Editorial & Program Leadership

PROFESSIONAL EXPERIENCE

SENIOR MANAGER, CONTENT DEVELOPMENT | Public Broadcasting Service, *Crystal City, VA* Oct. 2022 — June 2025

Led content development for content marketing strategy across web, email, social, and YouTube—running editorial calendars, workflows, and cross-functional collaboration to position PBS KIDS as a trusted brand for parents and caregivers.

- Directed 100+ campaigns for parents and caregivers, including six series launches (Carl the Collector, Donkey Hodie, Lyla in the Loop, Rosie's Rules, Skillsville, Work It Out Wombats!) and seasonal initiatives.
- Refreshed and scaled the PBS KIDS for Parents YouTube channel, driving 2.9K new subscribers, 255K views, 2.3K watch hours, and 58.5K Shorts views in six months on a \$200K budget.
- Evolved the monthly email newsletter after a staff reduction—managing platforms, consultants, and workflows while sustaining 40–50% open rates and refining content strategy through performance data.
- Led creative development for the People's Voice Webby Award-winning Lyla in the Loop campaign, guiding ideation, briefs, and consultants, delivering 680K impressions, 30K engagements, and a 4.45% engagement rate.

VIDEO CONTENT MANAGER | Public Broadcasting Service, *Crystal City, VA* Dec. 2019 — Sept. 2022

Oversaw video and digital content development for PBS KIDS for Parents, delivering 100+ videos, articles, and interactive experiences while building a Spanish-language translation workflow to expand reach and improve accessibility.

- Built creator production systems with style guides and creative briefs, scaling to a 35+ writer and 3-translator network, increasing monthly on-brand output by 50% and growing creator diversity from 28% to 42%.
- Directed production of parent and caregiver resources for four PBS KIDS show launches, delivering 60+ new learning activities, refreshing 20+ and revising 30+ for engagement—while managing a \$20K budget.
- Produced 28 digital and social videos for four PBS KIDS series on a \$200K budget; drove major YouTube growth through cross-promotion, including #CampYouTube 2021, which increased channel views from 11K → 157K in 10 days and a single video from 850 → 86K views.
- Co-produced 4 live webinars during COVID, generating 161K+ views and 200% growth in channel views, watch time, and subscribers through live programming, metadata optimization, and YouTube promotion.

VIDEO & NEW MEDIA MANAGER | National Geographic, *Washington, DC* May 2015 — Oct. 2019

Directed content strategy, creative development, and distribution for Nat Geo Kids' digital and streaming platforms, overseeing licensing, workflows, and accessibility to drive engagement and discoverability.

- Launched Nat Geo Kids' first YouTube strategy, producing 15+ original and franchise-aligned series, growing the channel to 250K subscribers and 57M views, and implementing data-driven metrics to optimize platform growth.

- Produced 20 YouTube-first music videos with Parry Gripp, including a book-supporting video reaching nearly 500K views, diversifying content formats and attracting new audiences.
- Centralized and optimized a 500+ video library, improving searchability, brand consistency, and leveraging rights clearance to unlock international licensing, expand global reach, and generate new revenue opportunities.
- Contributed to content strategy, development, and rights research for Emmy®, Kidscreen, Cynopsis, and Parent’s Choice Award-winning educational programs including Weird But True! and Nat Geo WILD KIDS.

MEDIA MANAGEMENT PROJECT SPECIALIST | National Geographic, *Washington, DC* April 2012 — April 2015

Ran day-to-day media operations across video, photography, and editorial platforms, managing three contractors and two interns while overseeing DAM, rights clearance, metadata, and licensing to support global education partners.

- Produced two educator professional-development video series for Coursera (Water: The Essential Resource and FLOW Education), delivering multi-module science courses used by thousands of educators worldwide.
- Streamlined asset and rights workflows for 200+ photo collections and 4,000+ images, improving searchability, accelerating licensing approvals, and shortening education publishing timelines.
- Wrote a weekly National Geographic Education column (20+ posts), turning science and exploration content into standards-aligned classroom resources that improved SEO, educator engagement, and brand visibility.
- Led media operations for the Rocky Mountain National Park Bioblitz, coordinating a 10-person volunteer documentation team to deliver same-day national digital coverage for students and families.

ADDITIONAL ROLES

PROJECT SPECIALIST, PRODUCTION COORDINATOR, PRODUCTION ASSISTANT, and MEDIA FULFILLMENT COORDINATOR | Discovery Communications, Inc., *Silver Spring, MD*

PUBLIC RELATIONS ASSISTANT | Pope John Paul II Cultural Center, *Washington, DC*

PHOTOGRAPHIC COORDINATOR | National Geographic Society, *Washington, DC*

EDUCATION

Bachelor of Arts (BA), Media Studies and Classical Civilization, The Catholic University of America, *Washington, DC*

TECHNICAL SKILLS

Google Analytics | Adobe Experience Manager | Brightspot | Craft | WordPress | Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro) | Canva | YouTube Studio | Iterable (Email) | Asana | ClickUp | Google Workspace
Microsoft Office (Excel, Outlook, PowerPoint, Teams, Word) | Slack | Zoom

VOLUNTEER EXPERIENCE

DIRECTOR OF DIGITAL | Children’s Media Association, *Remote*

SOCIAL MEDIA & DIGITAL VOLUNTEER | Age Friendly Windham, *Remote*

CONTRIBUTING WRITER, EDITOR, SPONSORSHIPS MANAGER | DC Area Mom Blog, *Washington, DC*

BALL GIRL | Washington Nationals, *Washington, DC*

COMMUNITY ENGAGEMENT & LITERACY INITIATIVES VOLUNTEER | The Junior League of Washington, *Washington, DC*

NATIONAL MUSEUM OF NATURAL HISTORY FOSSILAB VOLUNTEER | The Smithsonian Institution, *Washington, DC*