

## Contact



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mjherrup.com



## Education

PhD, Radio-TV-Film, University of Texas (Austin)  
MA, Media Studies, New School, NYC  
BA, English and Arts & Ideas, Univ. of Michigan

## Skills

- **Video Production & Editing** (Adobe Premiere)
- Technical, Strategic, and Creative **Writing**
- Social Media **Content** Production
- MS Office (Word, Powerpoint) + Google Docs
- **Website Creation** (Wordpress, Wix, Go Daddy)
- **Livestream** Production (Streamyard, Wirecast)
- Layout & Design (Canva, InDesign, Powerpoint)
- Event Planning
- Database management (Film Freeway)
- Curriculum Development & Teaching
- **Public Speaking**
- **Still Photography**

## Portfolio

### A TITANIC EVENT

(2023, Press Release)

### MARCEL THE SHELL

(2022, Program Notes for Screening)

### GENERATION KICK-ASS

(2021, Video Trailer; Promo for Cinema New Bedford)

### NEW BEDFORD FILM SOCIETY WEBSITE

(2020, Wix)

### 31 SHORT LECTURES ABOUT TAYLOR SWIFT

(2019, Video & Performance)

Crush/Repeat Art Installation, Seattle

### ACT OF SEEING

(2016, Digital Design + Narrative Reporting Exhibitions: Cité Universitaire, Paris, France • Prizer Gallery, Austin, TX • Qulture Collective, Oakland, CA • Zeitgeist Cafe, Seattle)

### LESBIANFILM

(2002, Video, 9 min)

The Sundance Channel

### BEER COMMERCIAL

(1999, 1 min broadcast spot, Celis Brewery)

Gold Addy Award, Austin Ad Federation • Regional Certificate, Texas Ad Federation

### POM

(1997, Video, 19 min)

Northwest Airlines • Charlotte Film & Video Fest (Director's Choice Award) • SXSW • Cinematexas (Audience Award) • Walker Art Center

### METRO ON ICE MEETS BALL AND CHEANG

(1996, Journal of Women & Performance (eds. Theresa Senft & Stacy Horn, Routledge)

# Mocha J Herrup

Communications Professional / Digital Content Producer

## Experience

### Digital Content & Social Media

#### New Bedford Film Society, Founder, Social Media Manager

2020 - Present

Develop and maintain brand; Create website; Manage social media; Shoot and edit promo videos; Write press releases

#### The Scallop, Contributing Writer

2020 - 2022

Write cultural criticism and reviews for this online publication; Festival correspondent; Photographer

#### Jewish Voice for Peace - Boston

2020 - present

Create and maintain website; Produce livestreams; Work with team on advocacy campaigns

#### The Austin Movie Show, Producer

2005-2007

Create short films for this CW Network show

#### The Film Festival Channel, Correspondent

2005-2006

Create video and written coverage for this online outlet

### Film Organizing and Programming

#### The New Bedford Art Museum, Curator & Host

2023 - Present

Curate and host "Enchanted Evenings," a monthly film in conjunction with current exhibitions; Write program notes, introduce films, and lead discussions

#### The Zeiterion Theater, Curator & Host

2021 - 2023

Curate and produce film series, "Cinema New Bedford"; Introduce films, moderate Q&As

#### Three Dollar Bill Cinema, Programmer & Organizer

2018 - 2021

Curate and solicit films, Manage program team, run print traffic, introduce films, write marketing notes, host and produce livestream and in-person discussions; Create and produce livestream show

#### SXSW, Programmer & Organizer

2000-2012

Program team and crew chief for world renowned festival; Select films and write program notes.

### Media Studies Teaching

#### Suffolk University, Senior Lecturer (Communication-Journalism-Media),

2021 - 2023

Production 2, Documentary Studies, Intro to Speech Communication, Media & Film Criticism, Visual Aesthetics

#### Univ. of Washington at Bothell, Artist-in-Residence (Interdisciplinary Arts & Science )

2019-2020

Yearlong appointment to teach documentary studies

#### Austin Community College, Professor (Radio-TV-Film)

2001 - 2018

Film History, Intro to Cinema, Intro to Broadcast and Emerging Media, Special Seminars on race and gender in film and media; Founding faculty, Peace & Conflict Studies program; Organizer, "Cinema of Conflict and Transformation"