

Brit Suurraid

Community Manager | Events, Social Media Marketing & Content

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PROFILE

Community and experience manager who gives people a reason to show up, with 6+ years in content and audience work (editorial, video, social media) and 1+ year leading a resident community in co-living hospitality. At Stay Larsen I built the community across 5 buildings (600+ rooms) from almost nothing to a programme of 4 events a month with up to 150 guests, and ran its social media. Before that, 5 years at TV3 Estonia: promoted from Web Editor to Executive Editor, led a team of 5 and was awarded twice for audience growth and leadership. Fitness podcast host (30k+ plays in 3 episodes) and personal trainer, certifying in November 2026. Uses AI tools and agents to automate routine work, keeping the focus on people. Based in Tallinn, open to hybrid or remote work in the EU. Estonian (native), English (C2, fluent).

SELECTED ACHIEVEMENTS

- Awarded twice by TV3 for growing tv3.ee's audience and for leadership skills.
- Wrote tv3.ee's most-bought paywalled article ever: a full-length interview with one of Estonia's best-known chefs.
- Top story reached 200k+ pageviews and was picked up by other outlets.
- Co-hosted a podcast that reached #1 on Spotify multiple times (100k+ plays in total).

EXPERIENCE

Experience & Office Manager (Community & Events), Stay Larsen OÜ, Tallinn | Mar 2025 – Apr 2026

Co-living and short-stay hospitality operator: 5 buildings, 600+ rooms, residents staying from days to years. Office Manager role added Jun 2025. Reported to the COO.

- Built the resident community from scratch, growing events from the first meetups to regular evenings with 50+ guests; the largest event (Halloween) drew 150+ residents.
- Ran the events programme: planned, budgeted, promoted and hosted 4 events a month (25+ guests on average, €1,500 monthly budget), including an Italian food night (80+) and a trip to Aegviidu (50+).
- First point of contact for residents across all 5 buildings, handling daily resident communication (about 40% of the role).
- Ran the brand's social media marketing on Facebook, Instagram and TikTok (about 3 posts a week), promoting events, the community and rooms; grew followers by hundreds.
- Organised workplace experience for a team of about 20: office life and internal team events.

Executive Editor, TV3 Estonia (tv3.ee), Tallinn | Jan 2023 – Jan 2025

- Led a team of 5 editors: planned the daily news agenda and shift schedule, edited and approved stories, and handled corrections and legal issues. Reported to the department manager.
- Interviewed, hired and trained new editors.
- Team published 40–50 stories a day for a site averaging 1–2M monthly pageviews; personally wrote about 10 stories a day, often the most read.
- Covered Eurovision 2023 with 40+ articles and 200k+ pageviews.

Web Editor, TV3 Estonia (tv3.ee), Tallinn | Jan 2020 – Jan 2023

- Wrote and edited about 10 entertainment and news stories a day; promoted to Executive Editor after 3 years.
- Produced hundreds of video interviews and event coverage (Eurovision, festivals, concerts) and created and hosted web shows for tv3.ee.

Waitress, two restaurants | Sep 2018 – Jan 2020

FREELANCE & PROJECTS

Freelance Social Media & Content Creator | Jun 2025 – present

Content calendars, editing and posting for Toidutänavad, SkyTivoli (Facebook, Instagram, Facebook events) and YES Events (Facebook); TikTok content creation for PAF Eesti; Instagram Reels (storyline and filming) for KAMJO; creative work including sales presentations for Digitaevas.

Podcast Host & Co-creator, "Toss väljas" (YouTube) | Sep 2026 – present

Fitness and wellness podcast with professional athletes: concept and format, research, guest booking, hosting and short-form clips. 30k+ plays in the first 3 episodes.

Podcast Co-host & Co-creator, "Miks me oleme idioodid?" | Apr 2023 – Aug 2024

69 episodes with well-known Estonian guests; 100k+ plays; brand sponsors including Vitamin Well; concept, format, guest booking and hosting.

EDUCATION

BA in Audiovisual Media, Tallinn University, Baltic Film, Media and Arts School (BFM) | 2016 – Jun 2019

Thesis: producer of a 45-minute TV pilot episode (team production).

TRAINING & CERTIFICATIONS

- International Personal Trainer, Intensive PT (in progress, expected Nov 2026)
- SELF II "Spetsialistist juhiks" (From Specialist to Manager), leadership training programme
- Driving licence

SKILLS

- **Community & events:** community management, community engagement, resident and guest experience (hospitality), event management and planning, hosting, budget management
- **Marketing & content:** social media marketing and strategy (Facebook, Instagram, TikTok), content creation, content calendars, short-form video (Reels), copywriting and headlines, storytelling, video interviews and on-camera hosting, podcast production
- **Leadership:** team leadership, editorial planning, hiring and training, project management (events, podcast launches, TV pilot production)
- **AI & automation:** uses AI tools and agents (Claude, Gemini, ChatGPT) at work and in daily life to automate repeatable tasks such as content calendars, caption drafts, research, guest prep and event reminders, so more time goes to people. Follows AI developments closely and uses them as a competitive advantage.
- **Fitness & wellness:** strength training (10 years), personal training (International Personal Trainer, Nov 2026), fitness and healthy-lifestyle podcast content

TOOLS

WordPress · Google Analytics · Meta Business Suite · Canva · CapCut · Final Cut Pro · Notion · Google Docs and Sheets · Spotify for Creators · Apple Podcasts Connect · Agentic AI workflows (Claude, Gemini, ChatGPT)

LANGUAGES

Estonian (native) · English (C2, fluent) · French (B1) · Spanish (B1)

References available on request.