



Kinsey Schofield

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CAREER SUMMARY

A nationally recognized social media strategist and TV Commentator/Interviewer; Kinsey is one of the most sought after social media contributors in the country most recently seen on The E! Channel, Dr. Drew on Call, Nancy Grace, Jane Velez-Mitchell, KTLA's Tech Report, Fox & Friends, Your World with Neil Cavuto, Fox's Happening Now, & Red Eye with Greg Gutfeld.

The "Pop Culture Connoisseur" began her career as a Fashion & Entertainment contributor for Arizona's, *AZ Weekly Magazine*. With **over a quarter of a million followers on Twitter**, [@KinseySchofield](#) grew her social media audience of other pop culture enthusiasts by blogging her magazine features. Her love of social media and celebrity lead to relationships with virtual powerhouses BING and msnNOW, where she eagerly played *SpokesGIRL*.

Kinsey was featured on the cover of Entrepreneur Magazine discussing celebrity social media and was included in the top 5% of Fast Company Magazine's *Social Media Influence Project*. Kinsey has interviewed hundreds of celebrities as an entertainment correspondent for Radar Online, YoungHollywood, and Alloy Entertainment/[Teen.com](#). You may have also heard her filling in as "The News Girl" on The Adam Carolla Show. Last year Kinsey completed a trilogy of Pop Culture specials for The E! Channel titled, "*Celebrity Oops They Did It Again*", "*Bigger, Badder Celebrity Feuds*", and "*Attack of the Celebrity Bikinis*".

She kicked off 2014 with hosting a brand new E! Special titled, "*Worst Thing I Ever Posted!*"

At this point Kinsey is looking to make a full transition to television as a contributor, she has a massed a social media following unmatched by many local anchors and is ready to put that following to work for your station.