

KATRIN FRICK

513.720.9047 / KATRINFRICK@GMAIL.COM / KATCANWRITE.COM

SPECIALTIES

/ CREATIVE STRATEGY & DEVELOPMENT
/ DIGITAL & SOCIAL CAMPAIGNS
/ INFLUENCER MARKETING
/ PITCHING
/ SCRIPTING & STORY EDITING

SKILLS

/ ART DIRECTION
/ AP STYLEBOOK
/ PRESENTATION DESIGN
/ PROJECT MANAGEMENT TOOLS
/ VIDEO PRODUCTION

EDUCATION

/ SCHOOL OF VISUAL ARTS
NEW YORK, NY
BFA, SCREENWRITING

- COPY CHIEF, GROWTH MARKETING** **2019 – PRESENT**
HBO MAX **LOS ANGELES, CA**
- Led an agile, cross-functional team of writers responsible for all paid media and paid social messaging, from evergreen taglines to campaign-specific executions
 - Established the brand positioning and copy guidelines for HBO Max digital marketing
 - Translated marketing objectives into creative strategies/briefs, driving operational success for our marketing across all consumer-facing channels
 - Developed iterative testing roadmap to optimize creative performance, driving engagement and lowering CTRs & customer acquisition cost
- COPYWRITER, DIGITAL MARKETING (CONTRACT)** **2019**
RESIDENT **NEW YORK, NY**
- Defined brand voice & positioning across four home goods brands; senior writer for all digital and social touchpoints, including Facebook/Instagram, dotcom, and email
 - Developed paid social testing strategies to improve performance metrics across engagement, brand equity lift & ad recall
- COPYWRITER, DIGITAL MARKETING (CONTRACT)** **2018**
AT&T **NEW YORK, NY**
- Senior copywriter for AT&T mobile and entertainment product launches across dotcom
 - Partnered closely with bi-coastal Marketing, Design, and Production team in an agile, deadline-driven environment
- COPYWRITER & CREATIVE STRATEGIST (CONTRACT)** **2017**
AUDIBLE ORIGINALS **NEWARK, NJ**
- Shaped the marketing, branding, and consumer messaging for new releases, including series titles & taglines, audio ads, and social assets
 - Strategize and implement digital, social, and experiential marketing programs to drive brand awareness and content listening
 - Drive initiatives across product, design & media teams, and manage process from development through review
- COPYWRITER & BRAND STRATEGIST (CONTRACT)** **2017**
A+E NETWORKS **NEW YORK, NY**
- Oversaw creative strategy for A+E Networks brand relaunch; developed copy and messaging guidelines for all digital and social touchpoints
 - Senior copywriter for corporate communications, including emails, trade ads, and event collateral
- MANAGER, CREATIVE STRATEGY** **2016**
WHOSAY **NEW YORK, NY**
- Digiday's Content Marketing Team of the Year, 2016
- *Pre-Sale*: Developed, wrote, and pitched turnkey, influencer marketing programs from \$500K - \$3M; independently managed a high-volume of RFPs
 - *Post-Sale*: Scripted videos; worked cross-functionally to budget production, cast influencer talent, and implement campaign timelines; provided on-set creative direction
 - Led company-wide events to build creative thinking; provided junior members with strategic oversight and creative coaching
 - Clients: Bank of America, LeapFrog, McDonald's, Macy's
- COPYWRITER & CREATIVE STRATEGIST (CONTRACT)** **2015 – 2016**
NBCUNIVERSAL'S CONTENT INNOVATION AGENCY **NEW YORK, NY**
- Developed branded content campaigns and marketing materials for NBCU advertisers, network partners, and the NBCU Hispanic Group
 - Wrote and edited B2B & B2C pitch decks, scripts, editorial & infographics, one-sheets & treatments; copy chief for NBCU Upfront dotcom & social channels
 - Clients: Amazon, Discover, Salvation Army, Shell, Snapple, Starbucks
- CREATIVE MANAGER, DIGITAL & SOCIAL MARKETING** **2013 – 2014**
AXS TV **DENVER, CO**
- Copy chief and publisher for all of the TV network's owned channels across digital and social
 - Developed creative strategy for social media marketing and on-air/interactive fan experiences
 - Spearheaded redesign of email marketing program, leading to double-digit increase in engagement
- COPYWRITER & DEPT. COORDINATOR (PROMOTION)** **2012 – 2013**
VIACOM MEDIA NETWORKS - SCRATCH **NEW YORK, NY**
- Wrote print ads, digital & social content, and email marketing for client brands and network partners
 - Implemented a project management system; coordinated deliverables; trafficked all projects
 - Managed freelancer hiring, scheduling, and on-boarding
 - Clients: GM, Unilever, Dr. Pepper Snapple Group
- ASSISTANT TO CREATIVE DIRECTOR** **2010 – 2012**
- Assisted development of brand campaigns and original content for digital & on-air
 - Copyedited pitch materials; wrote production treatments and one-sheets