

KATRIN FRICK

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SPECIALTIES

/ COPYWRITING
/ CONTENT MARKETING
/ CREATIVE DEVELOPMENT
/ DIGITAL & SOCIAL VIDEO
/ EDITORIAL
/ INFLUENCER MARKETING
/ PROPOSAL DECKS
/ SCRIPTING
/ SOCIAL MEDIA STRATEGY

SKILLS

/ AP STYLEBOOK
/ EMAIL MARKETING
PLATFORMS
/ KEYNOTE & POWERPOINT
DESIGN
/ PROJECT MANAGEMENT
TOOLS
/ SOCIAL PUBLISHING &
ANALYTICS TOOLS
/ WEB CMS

EDUCATION

/ SCHOOL OF VISUAL ARTS
NEW YORK, NY
BFA, SCREENWRITING
(2006)

VOLUNTEERING

/ ART START
TEACHING ASSISTANT
(2012 - PRESENT)
WORKSHOP COORDINATOR
(2017 - PRESENT)
/ FREE ARTS NYC
MENTOR (2004 - 2013)

COPYWRITER & CONTENT STRATEGIST - CONTRACT A+E NETWORKS 2017 NEW YORK, NY

- Sr. Copywriter for Creative Media Group; focused on corporate messaging, trade ads, event collateral, proofreading, and line editing
- Instrumental in developing new social and editorial strategies for parent re-brand across social media and digital, including brand identity, creative & content strategy, and copy guidelines
- Contributed original editorial content to Lifetime's digital platform

MANAGER, PRE-SALE CREATIVE WHOSAY 2016 NEW YORK, NY

Digiday's Content Marketing Team of the Year, 2016

- Managed RFP process for celebrity/influencer content campaigns: developed creative concepts into cross-platform programs; wrote pitch materials; outlined production budgets & timelines; packaged proposals in custom presentation decks
- Oversaw creative strategy during post-sale and production, i.e., content & program development; scripting; on-set creative direction; story editing during post
- Lead regular, team-wide creative sessions to develop fresh ideas and proactive pitches
- Collaborated closely with WS sales team and outside vendors to ensure client satisfaction
- Clients: Bank of America, Comcast, Leap Frog, McDonald's

COPYWRITER & PRE-SALE CREATIVE - CONTRACT NBCUNIVERSAL'S CONTENT INNOVATION AGENCY 2015 - 2016 NEW YORK, NY

- Developed branded content campaigns, marketing platforms, and original content for NBCU advertisers, NBCU Network Partnerships, and the NBCU Hispanic Group
- Wrote creative and strategic content, including proposal decks, one-sheets & treatments, production scripts, native articles & infographics, and video content
- Senior copywriter for NBCU Ad Sales' digital hub, together.nbcuni.com
- Managed projects from conceptualization to delivery in collaboration with Sales & Production teams
- Clients: Amazon, Discover, Mazda, Salvation Army, Shell, Snapple, Subaru, "Zoolander 2"

CREATIVE MANAGER, DIGITAL & SOCIAL MARKETING AXS TV 2013 - 2014 DENVER, CO

- Lead writer and publisher for network's digital platforms, social profiles, and email marketing
- Developed & implemented cross-platform editorial, fan engagement, and social marketing strategies for music & lifestyle programming
- Produced live, in-show, interactive experiences for fans during broadcast
- Monitored digital & social analytics and applied results to optimize content delivery and interaction

COPYWRITER & DEPT. COORDINATOR (PROMOTION) SCRATCH AT VIACOM MEDIA NETWORKS 2012 - 2013 NEW YORK, NY

- Copywriter for print ads, event signage, digital content, and email marketing
- Wrote social media content and oversaw community management for client brands
- Implemented project management CMS; coordinated deliverables calendar; trafficked projects from brief through final delivery
- Managed freelancer hiring, scheduling, and on-boarding for busy art department
- Clients: GM, Unilever, Dr. Pepper Snapple Group

ASSISTANT TO CREATIVE DIRECTOR & DEVELOPMENT DEPT. SCRATCH AT VIACOM MEDIA NETWORKS 2010 - 2012 NEW YORK, NY

- Developed cross-platform brand campaigns for internal properties and external clients
- Copyedited pitch materials; wrote script coverage and production one-sheets
- Contributed to development of original content for broadcast and digital
- Administrative assistance plus competitor, consumer, and cultural trends research

WRITER & MARKETING COORDINATOR FREELANCE 2007 - 2010 NEW YORK, NY

- Contract positions within DreamWorks Classics' original development team, Medicom's planning team, and William Grant & Sons in-house marketing team
- Wrote blogs, articles & essays for Blackbook, MovieMaker, and FreeWilliamsburg