

# KATRIN FRICK

513.720.9047 / KATRINFRICK@GMAIL.COM / KATCANWRITE.COM

## 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)

## DIGITAL MARKETING CONSULTANT 2017 BRAND STRATEGY FOR AUDIBLE ORIGINALS

- Shaped the positioning, branding, and consumer messaging for the 2017/2018 slate of audio series releases
- Strategized and implemented digital, social, and experiential marketing programs leading to unprecedented brand visibility and content engagement
- Coordinated marketing initiatives across the product, design, and media teams

## PLATFORM DEVELOPMENT FOR A+E NETWORKS

- Developed brand personality, content strategy, and creative guidelines for A+E's social & editorial platforms to align with corporate re-brand
- Wrote copy for executive and internal communications, plus event collateral and trade ads

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

Digiday's Content Marketing Team of the Year, 2016

- Developed creative narrative and cross-platform distribution strategy for celebrity/influencer content campaigns; outlined production budgets and timelines; wrote and packaged proposals
- Oversaw campaign creative during post-sale and production, incl. content development, scripting, on-set creative direction, and post-production story editing
- Collaborated closely with Sales team; built relationships with outside production vendors
- Clients: Bank of America, Comcast, Leap Frog, McDonald's

## COPY & CONTENT CREATIVE - CONTRACT 2015 - 2016 NBCUNIVERSAL'S CONTENT INNOVATION AGENCY 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, and video content
- Senior copywriter for NBCU Ad Sales' digital hub, together.nbcuni.com
- Managed projects in collaboration with Sales & Production teams
- Clients: Amazon, Discover, Mazda, Salvation Army, Shell, Snapple, Subaru, "Zoolander 2"

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

- Developed & implemented cross-platform strategies for editorial, fan engagement, and social marketing of music & lifestyle programming
- Lead copywriter & publisher for all digital platforms, social profiles, and email marketing
- Oversaw visual strategy and built program branding in collaboration with design team
- Produced live, in-show, interactive experiences for fans during TV broadcast
- Monitored digital & social analytics to optimize content delivery and fan interaction

## COPYWRITER & DEPT. COORDINATOR (PROMOTION) 2012 - 2013 SCRATCH AT VIACOM MEDIA NETWORKS 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
- Clients: GM, Unilever, Dr. Pepper Snapple Group

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

- Developed cross-platform brand campaigns and original content for TV and digital
- Copyedited pitch materials; wrote script coverage and production one-sheets
- Competitor, consumer, and cultural trends research
- Clients: will.i.am, Sony Music Group, Nickelodeon

## FREELANCE WRITER & MARKETING COORDINATOR 2007 - 2010

- 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