

# KATLA McGLYNN

WRITER | COPYWRITER | SOCIAL STRATEGIST | CREATIVE MARKETER

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## WORK EXPERIENCE

### **HBOmax** | SR. MANAGER, CREATIVE MARKETING, HBO ORIGINALS

October 2021 – January 2023 / New York, NY

- Responsible for the creative strategy and holistic storytelling approach across marketing campaigns for HBO Originals such as *The White Lotus*, *Righteous Gemstones*, *A Black Lady Sketch Show*, FYC 2022, docs, specials, and more.
- Developed integrated creative toolkits for each multi-platform campaign's visual style, tone of voice, and themes for content including A/V & digital video, key art, print, and social content. Also managed agency relationships.
- Oversaw social and editorial calendars for each campaign including community management strategy, creative asset management, managing on-set social capture and marketing shoots, and writing/editing copy across platforms.

### **HBO** | MANAGER, DIGITAL CONTENT

July 2019 – October 2021 / New York, NY

- Served as a creative lead in digital content development across HBO originals including *Succession*, *Euphoria*, *Winning Time*, *How To with John Wilson*, docs, specials, and more, with a focus on behind-the-scenes featurettes, cast and creator interviews, social video assets, written editorial pieces, original podcasts, and general copywriting.

### **tru** | SOCIAL EDITOR, BRAND & SERIES

August 2016 – July 2019 / New York, NY

- Managed the organic content, strategy, and voice for the truTV brand social accounts (TW, IG, FB, YT) and series including *At Home With Amy Sedaris*, *I'm Sorry*, *Tacoma FD*, *The Chris Gethard Show*, *Billy On The Street*, and more.
- Planned and created written, still, and video social assets, wrote and edited copy, covered live events, and handled community management on all social platforms with a small team of copywriters, designers, and video editors.

### **VULTURE** | FREELANCE WRITER, VARIOUS

May 2015 – Present / New York, NY

- Contributor of regular written features and reporting to *Vulture* as well as *Vanity Fair*, *The A.V. Club*, *HuffPost*, *Salon*, *Refinery29*, *Reductress*, *The Observer*, *Uproxx*, and *Paste* with a focus on comedy and TV/Streaming.

### **someecards** | EDITORIAL STRATEGIST

June 2015 – August 2016 / New York, NY

- Trained Someecards.com's editorial staff on digital and social tools and techniques, humor writing, viral content & aggregation best practices. Established and managed social partnerships with peer sites and oversaw growth.

### **IFC** | SOCIAL CONSULTANT

May 2015 – January 2016 / New York, NY

- Managed social media content for IFC's *Maron*, *Comedy Bang! Bang!* and *Documentary Now!* series.

### **HUFFPOST** | SR. COMEDY & VIRAL EDITOR | COMEDY EDITOR | ASSOC. COMEDY EDITOR

August 2009 – May 2015 / Location

- Oversaw one of the fastest-growing HuffPost verticals with a closely knit team of writer-editors providing daily coverage of online comedy content and entertainment news and creating innovative features + original videos.
- Grew and maintained a robust, cross-platform social media audience from the ground up. Produced and hosted video interviews with talent, and created a weekly comedy podcast and two original comedy web series.

## EDUCATION

BACHELOR OF ARTS IN ENGLISH

Pace University | May 2008 | New York, NY

Journalism & Photography minors | Magna cum laude

## AWARDS

CLIO SILVER / GOLD | 2021 / 2022

PROMAX | 2018 / 2020 | WEBBY 2020 / 2022

CYNOPSIS RISING STAR AWARD | 2017