

# KATLA McGLYNN she/her

WRITER | SOCIAL STRATEGIST | CREATIVE MARKETER Portfolio: [katlamcglynn.com](http://katlamcglynn.com) | [LinkedIn](#)

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## WORK EXPERIENCE

### DC | DENTSU CREATIVE | SR. STRATEGIST, SOCIAL MARKETING & STRATEGY

March 2023 – Present / Remote from Philadelphia, PA

- Assigned 100% to client Apple TV+ from March 2023-June 2024 for organic social strategy across brand accounts (IG, TikTok, X, FB, YT) and title campaigns incl. *The Morning Show*, *Palm Royale*, *Foundation*, *Napoleon*, & more.
  - Oversaw daily community management and reactive brand social strategy as well as series and film launch campaigns including experiential pitches, long-term editorial planning, and managing title-specific accounts.
  - Currently assigned to T-Mobile with a focus on organic social strategy + entertainment and sports partnerships.
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### HBOmax | SR. MANAGER, CREATIVE MARKETING, HBO ORIGINALS

October 2021 – January 2023 / New York, NY

- Led creative strategy and holistic storytelling approach across marketing campaigns for HBO Originals such as *The White Lotus*, *Righteous Gemstones*, *A Black Lady Sketch Show*, 2022 FYC, docs, specials, and more
  - Managed agency relationships and developed creative toolkits for each multi-platform campaign across A/V & digital video, key art, print, and social content. Oversaw social calendars, community management, creative assets, on-set social captures and marketing shoots, and writing/editing copy across platforms.
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### 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 overall copywriting.
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### truTV | SOCIAL EDITOR, BRAND & SERIES

August 2016 – July 2019 / New York, NY

- Managed organic content, strategy, and voice for 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*, etc.
  - Oversaw all 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.
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### VULTURÉ | 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 stories.
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### someecards | EDITORIAL STRATEGIST

June 2015 – August 2016 / New York, NY

Consulted editorial staff on digital & social best practices, humor writing, aggregation, social partnerships & growth.

### IFC | SOCIAL CONSULTANT

May 2015 – January 2016 / New York

Freelance. Managed social content for *Maron*, *Comedy Bang! Bang!* and *Documentary Now!* series

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

August 2009 – May 2015 / New York, NY

- Oversaw fast-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 audience from the ground up. Produced and hosted video interviews with talent, and created a weekly comedy podcast and two original comedy web series.
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## EDUCATION

BACHELOR OF ARTS IN ENGLISH

Pace University | May 2008 | New York, NY

Journalism & Photography minors | Magna cum laude

## AWARDS

EMMY NOM '23 | CLIO SILVER / GOLD | '21 / '22

PROMAX GOLD | '18 / '20 | WEBBY '20 / '22

CYNOPSIS RISING STAR AWARD 2017