

KATRIN FRICK

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SPECIALTIES

/ 360 CONTENT CAMPAIGNS
/ COPYWRITING
/ ORIGINAL CONTENT DEVELOPMENT
/ PROPOSALS & PRE-SALE PROCESS
/ SCRIPTING & STORY EDITING

SKILLS

/ CMS & HTML
/ KEYNOTE, POWERPOINT & PHOTOSHOP
/ LINE EDITING & PROOFREADING
/ PRE-PRODUCTION
/ SOCIAL & PROJECT MANAGEMENT TOOLS

EDUCATION

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

INTERESTS

/ ANIMAL RESCUE
/ BREAKING NEWS
/ INSTANT PHOTOGRAPHY
/ TRAVELING
/ VOLUNTEERING

CREATIVE MARKETING STRATEGIST - CONTRACT 2017 - 2018 AUDIBLE NEWARK, NJ

- Shaped creative messaging for 2017/2018 audio series releases, incl. titles/tags, product descriptions and social assets
- Developed creative briefs, marketing plans, and digital/social/experiential launch strategies leading to unprecedented brand visibility and content engagement

BRAND STRATEGIST - CONTRACT 2017 A+E NETWORKS NEW YORK, NY

- Architected brand positioning and tailored content strategies for social and digital platforms to align with corporate re-brand
- Developed creative briefs, marketing plans, and digital/social/experiential launch strategies leading to unprecedented brand visibility and content engagement

MANAGER, CREATIVE STRATEGY 2016 WHOSAY NEW YORK, NY

Digiday's Content Marketing Team of the Year, 2016

- Developed, wrote, and pitched content programs for celebrity/influencer marketing campaigns with a focus on video and social media platforms
- Established production budget and casting in agreement with Sales and Talent teams
- Articulated creative and sold-through marketing ideas with media agencies and clients
- Teamed with Campaign Activation and production vendors on scripting and production timelines; provided on-set creative direction
- Independently managed a high-volume of RFPs; lead effective brainstorm sessions for proactive ideas; provided junior members with strategic oversight and creative coaching

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

- Wrote creative/strategic copy for content across the organization and across platforms, incl. large-scale partnership proposals, video assets, web content, native editorial, and treatments
- Developed multi-platform content marketing programs for advertising clients and internal partners, leveraging NBCU's celebrity talent and market data
- Monitored industry and media trends; developed proactive partnership offerings; worked cross-functionally with Brand Strategy, Content, and Production teams

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

- Authored and published content for all digital and social platforms; built monthly editorial calendar; monitored traffic and engagement metrics to identify areas for optimization
- Implemented content and design overhaul of email marketing program, leading to a measurable increase in open and click rates
- Produced live fan engagement experiences for weekly on-air series, leveraging show content and social chatter to increase engagement
- Developed new content opportunities and ways to repurpose existing content across digital and social platforms

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 brand, Sun Drop
- Implemented project management system; coordinated deliverables calendar; trafficked projects to completion

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

- Assisted development of cross-platform brand campaigns and original content for TV
- Copyedited pitch materials; wrote script coverage, treatments and one-sheets
- Competitor, consumer, and cultural trends research

FREELANCE WRITER & MARKETING COORDINATOR 2007 - 2010

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