

# KATRIN FRICK

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## SPECIALTIES

/ B2B & B2C COPYWRITING  
/ CONTENT DEVELOPMENT  
/ DIGITAL MARKETING  
/ SCRIPTING & STORY  
EDITING

## SKILLS

/ COPY EDITING &  
PROOFREADING  
/ KEYNOTE, POWERPOINT &  
PHOTOSHOP  
/ PROJECT MANAGEMENT  
TOOLS & CMS  
/ RESEARCH & REPORTING

## EDUCATION

/ **SCHOOL OF VISUAL ARTS**  
NEW YORK, NY  
BFA, FILM/SCREENWRITING  
2006

## VOLUNTEER

COMMUNITY-BUILDING  
THROUGH ART & EDUCATION  
/ **ART START**  
ASST. TEACHING ARTIST  
2012 - PRESENT  
/ **CAMBA**  
SHELTER EVENT PLANNER  
2017 - PRESENT  
/ **FREE ARTS NYC**  
ARTS MENTOR  
2004 - PRESENT

**COPYWRITER, DIGITAL MARKETING & ECOMMERCE (CONTRACT)** 2018  
**AT&T** NEW YORK, NY

- Wrote crisp, compelling copy for multiple AT&T and DIRECTV digital touchpoints to promote mobile and entertainment product launches
- Worked closely with bi-coastal Marketing, Design, and Production teams to ensure copy was on-brief, on-brand, and on-time in a fast-turn environment

**COPYWRITER & MARKETING STRATEGIST (CONTRACT)** 2017 - 2018  
**AUDIBLE - ORIGINALS** NEWARK, NJ

- Shaped creative messaging for new audio series releases, incl. titles/tags, product descriptions, radio/podcast ads, and social assets
- Developed marketing plans and digital/social/experiential launch strategies leading to increased brand visibility and content engagement

**COPYWRITER & BRAND STRATEGIST (CONTRACT)** 2017  
**A+E NETWORKS** NEW YORK, NY

- Architected brand relaunch across all digital and social touchpoints; updated brand positioning, messaging and personality; established digital content strategy and KPIs
- Wrote and proofread copy for corporate communications, incl. emails, signage, and intranet

**MANAGER, CREATIVE STRATEGY** 2016  
**WHOSAY** NEW YORK, NY

Digiday's Content Marketing Team of the Year, 2016

- *Pre-Sale*: Developed, wrote & pitched turnkey, influencer marketing programs from \$500K - \$3M; independently managed a high-volume of RFPs
- *Post-Sale*: Scripted video content; built production timelines; provided on-set creative direction; oversaw project deliverables
- Worked cross-functionally with Sales, Talent & Activation teams to establish budget, cast influencer talent, and implement publishing timelines
- Led events to build creative thinking across the org; provided junior members with strategic oversight and creative coaching
- Clients: Bank of America, LeapFrog, McDonald's, Macy's

**COPYWRITER & CREATIVE STRATEGIST (CONTRACT)** 2015 - 2016  
**NBCUNIVERSAL - CONTENT INNOVATION AGENCY** NEW YORK, NY

- Wrote copy for B2B and B2C initiatives, incl. large-scale partnership proposals, video assets, web content, native editorial, and TV treatments
- Developed and pitched multi-platform content marketing programs for advertising clients and network partners, leveraging NBCU's celebrity talent, scale, and market data
- Clients: Discover Student Loans, NBCU Hispanic Group, Paramount Pictures, Shell, Starbucks

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

- Senior copywriter; Oversaw content strategy for AXS.tv and @AXSTV Twitter, Instagram & Facebook; Built monthly editorial calendar; Monitored traffic & engagement metrics
- Spearheaded redesign and relaunch of email marketing program with focus on content—led to measurable increase in open & click rates
- Produced on-air and digital fan-engagement experiences for live TV series, leveraging social chatter in real-time

**COPYWRITER & DEPT. COORDINATOR** 2012 - 2013  
**VIACOM MEDIA NETWORKS - SCRATCH** NEW YORK, NY

- Wrote copy for print ads, event signage, and email marketing for GM
- Created social content and oversaw community management for **soda brand, SunDrop**
- Implemented project management system; Coordinated deliverables calendar; Trafficked projects to completion

**ASSISTANT TO CREATIVE DIRECTOR** 2010 - 2012 (PROMOTED)

- Assisted development of brand campaigns and original content for digital, social & on-air
- Wrote script coverage, treatments & one-sheets; Copyedited proposals & pitch materials
- Competitor, consumer, and cultural trends research and reporting

**FREELANCE** 2007 - 2010

- *Writer*: Blogs, articles & essays for Blackbook, MovieMaker Magazine, FreeWilliamsburg.com
- *Project Coordinator*: DreamWorks Classics original development; GlaxoSmithKline at Medicom; William Grant & Sons national marketing; Bolder Media/Wow Wow Wubbzy! digital marketing