

KATIE MASSA KENNEDY

FREELANCE

Web Contributor (2015-present)

Writing upbeat, accessible, relevant articles for Biography.com under strict deadlines. Serving as contributor to the Huffington Post, writing compelling pieces that have received hundreds of thousands of online shares. Responsible for grammar accuracy and readability.

TRACY VAN HOUTEN CAMPAIGN

Communications Professional (2017)

Researched and wrote policy positions, press releases, articles, speeches, and social media posts for the campaign to send the first woman engineer to Congress. Curated team members' contributions.

TRIUM ENTERTAINMENT

Copywriter (2015-2016)

Worked with the digital development company writing scripts for GMC's video ad campaign featuring actress Monica Potter. Pitched and crafted scripts for Farmers Insurance's #GrownUpProblems series.

BPG AGENCY

Copywriter (2015)

Worked with the creative advertising agency to conceive and write engaging content for Lifetime's re-brand and re-launch. Concepts and copy included online and on-air ads, billboards, and taglines and slogans.

QUEEN LATIFAH SHOW

Writer (2014)

Wrote monologues and sketches for the daily talk show on CBS. Also crafted integrated content for Scrubbing Bubbles and Cricket Wireless campaigns.

NICKELODEON

TV and Web Writer (2012-2014)

Wrote for the late-night talk show "Parental Discretion with Stefanie Wilder-Taylor," developing and writing monologues and sketches. Frequently blogged and proofread materials for the NickMom website on the Nickelodeon platform. Wrote host banter and sketches for the Kids' Choice Awards.

WIPEOUT

Writer/Producer (2010-2012)

Served as staff writer and producer on the primetime ABC series, as well as supervised a team writing dialogue and packaging materials for the video-game franchise.

VIDEOJAX

Writer (2008-2010)

Worked as a writer for the high-profile gaming platform, creating unique pop culture-driven content for the New York Post's Page Six website. Proofread and multi-sourced all content prior to launch.

CAPTIONMAX

Proofreader/Shift Supervisor (2005-2008)

Served as proofreader on closed-captioning files for primetime programming for NBC, Bravo TV, ABC, and FOX. Supervised a team of closed-captioning editors.

OTHER

Trained proofreader (Chicago Manual of Style); social media savvy; hardworking and personable; work well both collaboratively and independently

EDUCATION

UNIVERSITY OF RICHMOND

Richmond, VA

Bachelor of Arts in English with a Minor in Journalism

English Honor Society inductee; scholarship recipient; track team captain