

Katie Massa Kennedy

Copywriter - Brand Strategist - Variety TV Writer - Journalist

"Pleasantly surprising" - *The New York Times*

"Edgy intelligence" - *L.A. Weekly*

Burbank, California

323.481.0182 / kmassa@gmail.com

COMMERCIAL/BRANDED CONTENT

Brand development @ Wellbe lifestyle

Film taglines and promotional materials @ CRP Group

Product description writer @ Donna Karan, Peri Home, Michael Aram

Copywriter and UX writer @ Fair.com

#GrownUpProblems Yahoo! video series @ Farmers Insurance

"Seamlessly She with Monica Potter" AOL docu-series @ GMC

"In Our Lifetime"/"It's Our Time" brand development @ Lifetime network

Online and on-air @ Cricket Wireless

Online and on-air @ Scrubbing Bubbles

"Wipeout" game franchise packaging @ Activision

TV

Staff writer @ the "Queen Latifah Show"

Writer/comedy producer @ "Wipeout" on ABC

Creator/writer @ Oxygen's "Scrounge"

Creator/writer @ "Long Island Life Hacks"

Writer @ "Nickelodeon Kids' Choice Awards"

Writer @ Oxygen's "Trackers"

Writer @ "Parental Discretion with Stefanie Wilder-Taylor" on Nickelodeon

Development/writer @ TBS's "The Bubble"

Freelance writer @ "Fashion Police!"

Writer/producer @ "TMZ on TV"

BYLINES

Pop culture contributor @ Biography.com

Contributor @ Huffington Post

Blogger @ Fair.com

Contributor @ NickMom

Sports columnist @ Manhasset Press

GAMING

Staff writer @ VideoJax pop culture platform (for *New York Post's* PageSix.com)

Head games writer @ Activision ("Wipeout" franchise)

Games writer @ Disney (Jonas Brothers, High School Musical, Hannah Montana, Cheetah Girls)

Games writer @ Cadaco ("Absolutely You," "Animal Favorites")

ACCESSIBILITY

Audio description scriptwriter @ Deluxe Media

Closed-captioning writer & supervisor @ CaptionMax

OTHER

Social media proficient; speechwriter for the March for Science; children's book author ("Little Libby and the Right to Vote"); trained proofreader & copy editor; B.A. English & Journalism, University of Richmond