

Katie Massa Kennedy is a copywriter, marketing & branding professional, variety TV writer, columnist
“Pleasantly surprising” - The New York Times
“Edgy and dark intelligence” - L.A. Weekly

COMMERCIAL/BRANDED CONTENT

Copywriter and branding specialist @ Fair.com
#GrownUpProblems Yahoo! series @ Farmers Insurance
“Seamlessly She with Monica Potter” AOL docu-series @ GMC
“In Our Lifetime”/“It’s Our Time” branding 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”

JOURNALISM

Pop Culture Contributor @ Biography.com
Feminism Contributor @ HuffingtonPost
Sports Columnist @ Manhasset Press
Parenting Contributor @ NickMom

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 @ CaptionMax (also served as proofreader and shift supervisor)

LIVE

Standup @ the Comedy Store, the Ice House, the Hollywood Improv, Catch a Rising Star
Featured on NBC’s “Last Comic Standing”
Sketch @ the Groundlings, NBC performance showcase, Carolines on Broadway
Creator of the critically-acclaimed guerrilla series “Subway Soaps!” onboard the New York City subway

OTHER

Communications associate for Tracy Van Houten for Congress, speechwriter for the March for Science, children’s book author (“Little Libby and the Right to Vote”), trained proofreader