

Katie Massa Kennedy

Copywriter - Brand Development - Variety TV Writer - Contributor & Blogger

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COPYWRITING/BRANDED CONTENT

Branding & digital campaigns @ Toyota

Digital campaigns @ SiriusXM and JBL

Digital campaigns @ Brookstone

Digital campaigns @ CultureCon NYC

Digital campaigns @ Grand Seiko

Digital campaigns @ Alpine

UX copywriter @ Fair

Brand development @ Wellbe lifestyle

Film taglines and promotional materials @ The CRP Group

Landing pages and product descriptions @ Donna Karan, Peri Home, Michael Aram

Seamlessly She with Monica Potter AOL docuseries @ GMC

#GrownUpProblems Yahoo! video series @ Farmers Insurance

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

Packaging copy @ *Wipeout* franchise (for Activision)

TV

Writer @ *KC! Pop Quiz*

Writer/story producer @ Stage3 MediaWorks *Style This!*

Writer @ *Nickelodeon Kids' Choice Awards*

Staff writer @ *Queen Latifah Show*

Writer/producer @ *Wipeout!* on ABC

Creator/writer @ *Oxygen's Scrounge*

Writer @ *Oxygen's Trackers*

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

Freelance writer @ *Fashion Police!*

BYLINES/BLOGGING

Contributor @ *Huffington Post*

Pop culture contributor @ *Biography.com*

Blogger @ *Fair.com*

Contributor @ *Nickelodeon*

Sports columnist @ *Manhasset Press*

GAMING

Staff writer @ VideoJax pop culture platform (for *New York Post's* Page Six)

Head game dialogue writer @ *Wipeout!* franchise (for Activision)

Game dialogue writer @ *Jonas Brothers*, *High School Musical*, *Hannah Montana* (for Disney)

Game dialogue writer @ *Absolutely You*, *Animal Favorites* (for Cadaco Games)

OTHER

Speechwriter for the March for Science; brand voice and tone spectrum enthusiast; trained copy editor and proofreader; compelling presenter

M.F.A. Creative Writing - Poetry, Spalding University (current candidate)
B.A. English, University of Richmond