

katie novotny- sr. copywriter /content creator

www.katienovotny.com • novotny.katie@gmail.com • 630.699.8817

WORK

High, Wide and Handsome, *Content Creator* March 2023-Present

- Pitch reactive ideas for Nissin's Top Ramen and Cup Noodles brands based on content pillars trending conversations
- Film, edit, and post original concepts for the TikTok platform

Amazon Music, *Content Creator* - Feb 2023-Present

- Established internal process for content creation
- Lead Community Management efforts - finding right videos to comment, creating copy options, posting, and joining in TT conversation
- Pitched reactive ideas for Amazon Music based on Global Team needs and trending conversations
- Filmed, editing, and posting original concepts for the TikTok platform

Pizza Hut, *Content Creator* Dec 2021-October 2022

- First content creator at the internal creative agency. Helped establish the content creation process, from identifying TikTok trends, to brainstorming evergreen content, to internal creative and partner reviews.
- Pitch, film, edit TikTok ideas relevant to Gen Z and Pizza Hut truths.
- Original videos have garnered thousands of organic views (16.3k, 22.9k, 26.1k) with the most successful at 3.4 million views.
- Grew Pizza Hut's followers from 200K to 328k over 11 months, all organic growth

Freelance, Remote May 2020-Present

- *Friction Labs* → B2b wholesale marketing emails, DTC emails, and social copy
- *Grubhub* → in app copy, website and app banner, B2B & B2C marketing emails, flyers and one pagers. Coordinating with internal partners on briefs, alignment on comms with product marketing managers, as well as internal creative team process.
- *Water Cooler Trivia* →revamped their entire website into a more playful, human-first brand voice and created growth marketing social ads.
- *Special Olympics IL* → Wrote a Weekend Update type-sketch for Virtual Gala, and created a :60 spot for Polar Plunge 2021 as well as smaller OLV
- *Fortune Magazine* → Elevated their brand voice in their paid digital ads to drive subscriptions, resulting in an increased engagement rate and new subscriptions
- *The New School* → Created a cohesive brand voice via copywriting and copyediting for Travis Scott's Digital Sketchbook

Lyft Bikes and Scooters, New York, NY December 2018-May 2020 *Sr. Copywriter*

- Lead first creative campaign and execution for the integration of Citi Bike into the Lyft platform after acquisition (OOH, paid social, email, station banners, bike wraps)
- Oversaw the integration of eight Motivate bike share markets into the Lyft Bikes and Scooters workflow which included vetting briefs, project management, resource allocation, and creative copywriting during the first seven months post-acquisition
- Unified eight brands through style guides and writing principals to have the same voice and tone in all communications, while also infusing the Lyft brand voice into this new line of business

- Consistently worked cross-functionally with production, product marketing, local marketing, media, communications, PR to create small to large scale campaigns

Motivate, Brooklyn, NY March 2018-December 2018 *Sr. Copywriter*

- Lead copywriter that created campaign messaging across eight bike share systems for their digital, social, and email campaigns and communications
- Infused creative strategy into all marketing efforts to elevate each bike brand
- Shaped the tone and voice of each system across the app and the website, as well as work with the UX/UI team to ensure consistency across every touch point.

DDB, Chicago, IL July 2017-February 2018 *Sr. Copywriter*

- Digital and social team for Miller Lite and ConAgra
- Created first integrated campaign on Twitch to bring Miller Lite to the gamer audience and established new brand voice on social

Blast Radius, Chicago, IL June 2016-June 2017 *Copywriter*

- Developed the unique digital/social voice of Huawei, Honor and Lavazza, as first agency of record agency
- Created five OLVs with Justin Long for the Huawei Mate 9 launch, featured in AdWeek and TechCrunch

Digitas, Chicago, IL June 2014-April 2016 *Copywriter*

- Digital, social and UX for Sprint, Whirlpool, Jergens, Curel, John Frieda, Miller64

New Honor Society/Rivet, Chicago, IL June 2013 – June 2014 *Jr. Copywriter*

- B2B, social, broadcast, microsites for Boy Scouts, Dreyer's, Microsoft in Education

Fear Not Denver, CO August 2012 – May 2013 *Jr. Copywriter*

- Lead copywriter at a start-up agency for 360 copy needs: Belco Credit Union, Qdoba Mexican Grill, Powershares

INTERNSHIPS (2011-2012)

Leo Burnett Chicago, IL **Crispin Porter + Bogusky** Boulder, CO **DraftFCB** Chicago, IL

RELATED EXPERIENCE

The Second City Training Center Chicago, IL June 2013-June 2016

- Second City Conservatory Graduate • Chicago Sketch Comedy Festival 2015 & 2016 writer, producer and performer. • Mary Scruggs Works by Women Festival writer, performer, award winner. (2015)

Improv Olympic Chicago, IL June 2013-Oct. 2015 •Graduate of iO improv program •Writing: SNL Sketch Packet, Sitcom Spec Script, iO Comedy Network and Water Cooler contributor