

# Katie Lucas

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## HBO Digital & Social Media

New York, NY

### Senior Content Manager

July '17- Present

- Lead creative strategy across marketing campaigns for *Game of Thrones* and *Westworld*; conceive and execute digital storytelling
- Serve as creative point for emerging technology initiatives including voice skills, Facebook chatbots, AR and VR
- Oversee digital and social video assets from inception to publication including creative production and promotional plans
- Manage team of editorial assistants across multiple different campaigns to execute content goals

### Content Manager

June '16- July '17

- Managed digital video strategy and creative execution for *Game of Thrones*, *Insecure*, *The Leftovers* and more
- Partnered with the *Westworld* production to script a chatbot with over 250 responses to over 1,100 questions from users
- Served on leadership board to launch the Digital and Social Media Fellowship Program; managed Fellow in content rotation

### Associate Editor

April '14- June '16

- Oversaw digital strategy for official show blogs of *Game of Thrones*, *The Leftovers* and *True Blood*
- Co-managed editorial for Emmy Award-winning *Game of Thrones Viewer's Guide*
- Interviewed cast and crew members, writers, producers and directors of HBO series, films, documentaries and more
- Pitched and executed longform and social media coverage for live events, including *Game of Thrones* red carpet premiere

## Freelance Writer/Editor

New York, NY

### Various

Sept '12- March '14

- **HBO.com:** Wrote online content for *Game of Thrones*, including episode summaries, blog posts and character biographies
- **Biography Channel:** Completed up to seven biographies a week to diversify and expand Biography.com
- **Treemarie:** Served as lead copywriter and executed creative for assorted clients including Adobe

## Character Grades, LLC

New York, NY

### Creator/Editor in Chief

April '11- May '15

- Created and managed original television website, CharacterGrades.com, garnering 30K unique monthly users
- Supervised editorial production of 20+ contributing staff writers to publish 30+ pieces of content per week

## The Dr. Oz Show, Digital

New York, NY

### Producer, Digital Media

Feb '12- Sept '12

- Implemented programming strategy and wrote homepage copy for daily publish of site with over 40 million monthly users
- Developed concept for original video franchises, wrote scripts and acted as Assistant Director during shoots

### Associate Producer, Digital Media

Feb '11- Feb '12

- Managed original video production by shooting and interviewing Andrew Zimmern, Wendy Williams, Star Jones and more
- Created original content including Dr. Oz's personal blog, interactive health improvement features, articles, and recipes

### Coordinator of Digital Media

Jan '10- Feb '11

- Used the CMS to build out content and manage online guest booking tool for show production staff

## Zoco Productions

New York, NY

### *The Dr. Oz Show* Receptionist/Production Assistant

Sept '09- Jan '10

- Controlled phone calls, office supply requests, contact lists, messages and kitchen orders for 50+ staff

## NBC Universal

New York, NY

### Page Program

Sept '08- Sept '09

- Production assistant at *Late Night with Jimmy Fallon*, *Saturday Night Live* and the *Macy's Thanksgiving Day Parade*

## Education

### The Ohio State University

Columbus, OH

B.A. English & Contemporary Literature · Minors: Communications and Business

June '08

- Honors College: Graduated Summa Cum Laude

## Awards

- **Emmy Award:** Outstanding Creative Achievement In Interactive Media Within A Scripted Program Sept '18
- **Emmy Award:** Outstanding Creative Achievement In Interactive Media Within A Scripted Program Sept '17
- **Emmy Award:** Interactive Media, User Experience & Design August '14

## Skills

- Proficient in Adobe Photoshop, Adobe Premiere Pro, Microsoft Office, General HTML, Google Docs
- Digital site tracking tools, video servers, Wordpress, Drupal, Squarespace