

Katie Lucas

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Apple

Creative

NYC, LA
04.19-Present

- Innovate storytelling around Apple TV+ Originals across platforms, including Apple Music, Podcasts and Books
- Partner with showrunners, product design and engineering teams to formulate and execute creative vision
- Designed and launched Apple Books strategy for Oprah's Book Club; script custom assets for Ms. Winfrey.

HBO

Senior Content Manager, Digital Media

NYC
07.17-03.19

- Led creative strategy across campaigns for *Game of Thrones* and *Westworld*; conceived and executed digital storytelling
- Served as creative point for emerging technology initiatives including voice skills, chatbots, AR and VR
- Oversaw digital and social video assets from inception to publication including creative production and promotional plans
- Managed team of editorial assistants across multiple different campaigns to execute content goals

Content Manager, Digital Media

06.16-07.17

- 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 of seminal Digital and Social Media Fellowship Program

Associate Editor, Digital Media

04.14-06.16

- Oversaw digital strategy for official show blogs of *Game of Thrones*, *The Leftovers* and *True Blood*
- Interviewed cast and crew members, writers, producers and directors of HBO series, films, documentaries and more

Freelance Writer/Editor

Various

NYC
09.12-03.14

- Created content for various websites and clients including HBO, Biography Channel and Omnicom Media Group

Character Grades, LLC

Creator/Editor in Chief

NYC
04.11-05.15

- Founded 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

Producer, Digital Media

NYC
02.12-09.12

- 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

02.11-02.12

- Managed original video production by shooting and interviewing show talent
- Created original content including Dr. Oz's personal blog, interactive health improvement features, articles, and recipes

Coordinator of Digital Media

01.10-02.11

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

Production Assistant

09.09-01.10

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

NBC Universal

Page Program

NYC
09.08-09.09

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

Awards

- **Grand Prix at the Cannes Lions International:** Creativity in Radio and Audio 06.19
- **Emmy Nomination:** Outstanding Creative Achievement in Interactive Media Within A Scripted Program 06.19
- **Emmy Award:** Outstanding Creative Achievement In Interactive Media Within A Scripted Program 09.18
- **Emmy Award:** Outstanding Creative Achievement In Interactive Media Within A Scripted Program 09.17
- **Emmy Award:** Interactive Media, User Experience & Design 08.14

Education

The Ohio State University

Columbus

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

06.08

Skills

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