

KATIE MCVAY

W R I T E R | P R O D U C E R

katie.mcvay@gmail.com | Los Angeles, CA | katiemcvay.com/portfolio

SKILLS

Technical Skills: Adobe Premiere Pro | Scriptwriting | Final Cut Pro | Final Draft | Audacity | Microsoft Office | Google Workplace | Trello

Professional Skills: Scriptwriting | Storyboarding | Communication | Collaboration | Creative Concept Development
Adaptability | Time Management | Conflict Resolution | Research & Fact Checking | Organization

WORK EXPERIENCE

PODCAST WRITER | PRODUCER

01/2018 – Present

American Public Media | Los Angeles, CA

- Contributed to the creation and presentation of American Public Media kids' podcasts, including *Smash Boom Best* and *Brains On*, specializing in content tailored specifically for young audiences aged 7-11.
- Delivered eight podcast episodes and participated in two live internet shows for *Smash Boom Best*.
- Researched and developed content on educational concepts, generating engaging and age-appropriate material.
- Joined forces with the American Public Media production team to refine the podcast's voice and maintain consistency in messaging.

WRITER

05/2022 – 02/2024

Thoughtful | Los Angeles, CA

- Led the ideation, development, and evolution of Thoughtful's dynamic weekly newsletter, utilizing expertise to craft compelling stories and visuals, transforming the newsletter into a potent platform that strengthens the Thoughtful brand.
- Managed social media platforms (Instagram, Facebook, Threads, TikTok) and developed engaging written content for posts resulting in a 25% boost in audience engagement and a 20% expansion in followers within a six-month timeframe.
- Spearheaded the development of Thoughtful's proprietary personality quiz, using strong research capabilities to gather relevant information, while also co-writing and collaborating with cross-functional teams.
- Crafted over 300 articles through in-depth investigation and expert interviews, establishing Thoughtful as a reliable information source.
- Authored persuasive UX copy for the Thoughtful website, aligning messaging with brand identity and elevating user interaction to optimize the overall user journey.

WRITER | PRODUCER

10/2021 – 12/2021

Panay Films | Los Angeles, CA

- Worked in partnership with the localization team for a three-month contract to manage the video asset library, ensuring consistency in size, color, branding, and language across Japanese, English, and Latin American teams.
- Partnered with a team of 7+ writers to brainstorm and develop three 60-second TV ad spots, including potential ad spots with celebrity tie-ins for T-Mobile.
- Served as a liaison between the localization manager and production, design, and account teams, maintaining detailed digital assets and production timelines.

K A T I E M C V A Y

GAME WRITER

04/2021 – 05/2021

Bash | Los Angeles, CA

- Played a key role in the creation and enhancement of content for the interactive in-app game "What the Gif?" hosted on the Bash platform.
- Crafted over 100 engaging prompts designed to elicit humorous gif responses from game users.
- Curated a diverse and dynamic gif bank, ensuring seamless integration with gameplay, and enhancing the overall user experience.

WRITER

01/2020 – 03/2020

Henson | Los Angeles, CA

- Teamed up with the co-writer and executive producer of Duff's Happy Fun Bake Time on a three-month contract, developing the format and recurring segments, ultimately contributing to establishing a seamless and entertaining production flow.
- Conducted research and composed scripts for three episodes within a six-episode series, distilling scientifically intricate cooking concepts into accessible and engaging content tailored specifically for a preschool-age audience.
- Implemented strategies to ensure timely completion of script deliverables, coordinating closely with team members and incorporating feedback to meet production milestones effectively.

DIGITAL WRITER | PRODUCER

04/2018 – 05/2018

MTV News | Los Angeles, CA

- Conceptualized, crafted, and authored an impactful script for a video designed to inspire civic engagement, employing strategic storytelling techniques to construct compelling narratives that captivate and sustain audience engagement.
- Carried out in-depth research to stay abreast of current events, cultural trends, and industry news, contributing to the creation of timely and relevant content for MTV News.
- Collaborated with cross-functional teams in the production of multimedia content, ensuring a cohesive blend of written and visual elements for a compelling viewer experience.

WRITER | PERFORMER

01/2018 – 04/2018

Ellation (now Crunchyroll) | Los Angeles, CA

- Authored engaging content for every episode of *High Guardian Spice*, a Crunchyroll animated series, utilizing creative storytelling and attention to detail to enhance the show's overall appeal and audience reception.
- Assumed the role of the primary character's voice-over artist, collaborating closely with the creative team to capture the essence of the character and deliver a voice portrayal that resonated with the intended audience.
- Contributed to the development of the show's lore and the overarching narrative structure for the entire season.

DIGITAL WRITER | PRODUCER

01/2012 – 01/2018

Yell You Better | Chicago, IL

- Created and performed in *Yell You Better*, an unorthodox 56-episode advice web series, launching engaging episode topics, maintaining both consistency and resonance with the target audience.
- Orchestrated the entire production process for "Yell You Better" alongside the director and editor, managing key aspects like filming schedules, set design, and technical coordination to ensure the seamless execution of each episode.
- Coordinated effectively with a third-party video channel to efficiently fulfill a six-episode contract, meeting project requirements, and fostering positive relationships with collaborators.

EDUCATION

K A T I E M C V A Y

Bachelor of Art in Art History and English
Oberlin College | Oberlin, OH

05/2010