

KATRINA DAY

WRITER
STRATEGIST &
CREATIVE CONSULTANT

CONTACT

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PROFILE

I'm a Brooklyn based writer, strategist, and creative consultant with a background in entertainment, publishing, marketing, and branding. My primary focus is writing scripted projects for film, audio, and TV, and I also incorporate the principles of narrative storytelling into all of my copywriting and brand strategy work.

EXPERIENCE

CREATIVE COPYWRITER & BRAND STRATEGIST

VARIOUS NYC AGENCIES | JAN 2018 - PRESENT

- I work with the NYC branding agencies Loyal Kaspar, Brand X, Trollback & Co, SJI Associates, and Prager Creative to refine entertainment brands, tech startups, and more.
- I write commercial scripts, tag lines, pitch decks, executive speeches, copy for TV, Web, print, OOH, and social ads. I have also worked on rebranding and naming campaigns.

SCRIPTWRITER & CONTENT MANAGER

ONE FOOT PRODUCTIONS | JAN 2017 - PRESENT

- At OFP, I develop music-driven live and virtual events for clients like the Apollo Theater, the arts nonprofit Music to Life, and OFP's signature music festival, Bear Music Fest.
- I write live event scripts, supporting copy, pitch decks, explainer videos, and copy for Web, print, email, and social.

FOUNDER & CONTENT CREATOR

LADY PARTS PRODUCTIONS | OCT 2014 - MAY 2018

- I am the founder of Lady Parts, a blog and Internet project that calls out sexism in online casting calls and was featured by BuzzFeed, Elle, Jezebel, and other outlets.
- I wrote, directed, and starred in Lady Parts' companion digital series, which was covered by BUST Magazine and Bitch Media and screened at festivals across the country.

GHOSTWRITER & EDITOR

ELITE DIGITAL PUBLISHING | JUNE 2012 - JUNE 2017

- As a ghostwriter and editor at Elite Digital Publishing, a genre fiction book packaging company, I wrote over 20 romance titles under various pen names, several of which broke into the Amazon Top 10 and Top 100 Bestsellers lists. My EDP books have sold 300,000+ copies to date.

EDITORIAL INTERN

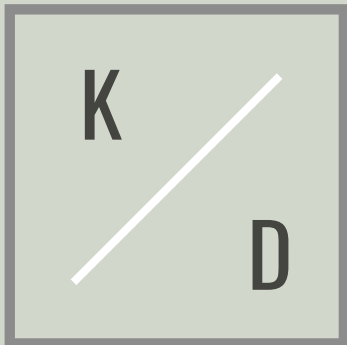
BUST MAGAZINE | NOV 2012 - MAY 2013

- As an editorial intern for *BUST Magazine*, I contributed news and pop culture stories, film reviews, short fiction, and interviews to the BUST blog and print publication.
- I edited other writers' work and managed email campaigns, newsletters, and a wide variety of social media content.

EDUCATION

BFA IN DRAMA WITH CONCENTRATION IN WRITING

NEW YORK UNIVERSITY | 2008 - 2012



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PUBLISHED AND PRODUCED WORKS

PE\$OS: THE RISE AND FALL OF A BORDER FAMILY NARRATIVE PODCAST | 2021

I am one of the co-writers of *Pe\$os*, an Audible audio drama directed by Louise Abbou that tells the multigenerational, international true crime story of the La Greca family.

THE WILDERNESS CURE NARRATIVE PODCAST | 2020

Created *The Wilderness Cure*, a narrative podcast about an extreme wilderness therapy program for troubled teens. This psychological thriller is being produced by Best Case Studios, with Jenna Ortega attached to play Kennedy, the series lead.

ALETHEA NARRATIVE PODCAST | 2020

Co-created and wrote *Alethea*, a sci-fi thriller about a young female scientist living in a dystopian near-future NYC. *Alethea* was a finalist in the Austin Film Festival's narrative podcast competition and is currently in production with Audible.

HYPER-THETICAL NARRATIVE PODCAST | 2019

Wrote two episodes of the sci-fi anthology podcast *Hyper-Thetical*, which was produced by Luminary Media, FilmNation, and Transmitter Media and hosted by actress Kerry Bishe.

MUSIC FOR CHANGING TIMES MULTIMEDIA CONCERT | 2017

Scripted *Music for Changing Times*, a multi-media protest music retrospective featuring Noel Paul Stookey and Peter Yarrow (of Peter, Paul, and Mary) at the Rubicon Theatre.

OUT ON THE WING DIGITAL SHORT | 2016

Wrote and directed "Out on the Wing", a branded digital short for the female-driven TV production company Gatherer Entertainment and inspired by the words of Susan Sontag.

LADY PARTS DIGITAL SERIES | 2015

Wrote, directed, and starred in this comedic digital series about sexism in casting. *Lady Parts* was an official selection of Middle Coast Film Fest, the ADK Film Fest, and ITVFest.

CANDID CASTING CALLS WEB SHORT | 2015

Scripted, produced, and conducted interviews for "Candid Casting Calls", a branded video collaboration about sexist online casting calls between Upworthy and Lady Parts.

WHERE TO BEGIN FULL-LENGTH PLAY | 2014

Wrote *Where to Begin*, a play for young actors that tackles adolescent mental health. Presented at the Edinburgh Fringe Festival and Columbia University's Schapiro Theater.

KIT AND DABNEY FULL-LENGTH PLAY | 2013

Wrote *Kit & Dabney*, a dark comedy inspired by JD Salinger's *Franny and Zooey*. Workshopped at The Secret Theatre and presented at La Mama Experimental Theatre Club.