

KATRINA DAY

WRITER & CONTENT CREATOR

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EMPLOYMENT:

LOYAL KASPAR – CREATIVE COPYWRITER, 2018-PRESENT

As a copywriter for the creative branding agency Loyal Kaspar, I help refine and amplify media and entertainment brands by writing brand image spots, TV promos, voice guides, and more. Some of the clients I've worked with at LK include Marvel, Comedy Central, and Facebook.

PROMAX – COPYWRITER, 2018-2019

As a copywriter for Promax, the global trade association for entertainment marketing professionals, I helped execute a total rebranding campaign by bringing the company's website, email, social media, and other copy in line with its new voice and style guidelines.

MUSIC TO LIFE – SCRIPT WRITER & EVENT CONSULTANT, 2017-2018

As a script writer and live event consultant for the arts nonprofit Music to Life, which supports musician activists and promotes music as an engine of social change, I helped M2L articulate its mission through Web press materials, benefit concerts, and live multimedia programming.

ONE FOOT PRODUCTIONS – CONTENT & COPYWRITER, 2017-2018

As a content and copywriter for the live TV and event production company One Foot Productions, I helped OFP rebuild its website with copy, blog content, and interviews that clarified and captured its brand voice. I also wrote copy for email campaigns, interviews, print materials, and blog posts for One Foot Productions' immersive music festival, Bear Music Fest.

LADY PARTS – FOUNDER & CONTENT CREATOR, 2014-PRESENT

I am the founder of Lady Parts, a popular blog and Internet community that calls out sexism in entertainment and celebrates female filmmakers. Through Lady Parts, I have released an original comedic digital series and many female-driven Web and video collaborations.

HEARTS COLLECTIVE DIGITAL PUBLISHING – STAFF GHOSTWRITER, 2012-2017

As a staff ghostwriter at Hearts Collective, a genre fiction book packaging company, I wrote over 20 titles under various pen names, several of which broke into the Amazon Top 10 and Top 100 Top Sellers lists. My books with Hearts Collective have sold 300,000+ copies to date.

BUST MAGAZINE – BLOG WRITER & EDITOR – 2012-2013

As a blog writer and editor for the well-known feminist publication *BUST Magazine*, I contributed news and pop culture stories, film reviews, short fiction, and interviews. I also wrote and managed email campaigns, newsletters, and a variety of social media content.

OTHER CLIENTS INCLUDE:

Trollbäck+Company, SJI Associates, Segal NYC, Ally Nathaniel Publishing, Siberia, At Large PR

EDUCATION:

BFA in Drama with Concentration in Writing — NYU's Tisch School of the Arts (Class of 2012)

PUBLISHED AND PRODUCED WORKS:

HYPER-THETICAL, FROM FILMNATION— ANTHOLOGY PODCAST (2019)

I wrote two episodes of the new science fiction anthology podcast series *Hyper-Thetical*, produced by Luminary Media, FilmNation, and Transmitter Media and hosted by Kerry Bishe. My episodes, "CTRL+Z" and "Mixed Signals" are available exclusively on the Luminary app.

ALETHEA — NARRATIVE PODCAST (2018)

I co-wrote *Alethea*, a near-future narrative sci-fi podcast, with my partner Phillip R. Polefrone. *Alethea* was named as a finalist in the 2018 Austin Film Festival narrative podcast competition.

MUSIC FOR CHANGING TIMES — MULTIMEDIA CONCERT (2017)

I scripted *Music for Changing Times*, a live multi-media protest music retrospective headlined by Noel Paul Stookey and Peter Yarrow of Peter, Paul, and Mary at Ventura's Rubicon Theatre.

SURRENDER — MEMOIR (2017)

I ghostwrote *Surrender*, by Jessica Zampieri. This memoir tells the story of Jessica's emergency liver transplant at the age of 28 and her subsequent work as an advocate for organ donation.

OUT ON THE WING — DIGITAL SHORT (2016)

I 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)

Lady Parts is a comedic digital series about sexism in entertainment as experienced by early-career female actors. I wrote, directed, and starred in this crowdfunded series, which was an official selection of Middle Coast Film Fest, Adirondack Film Fest, and ITVFest, and Stareable.

CANDID CASTING CALLS — WEB SHORT (2015)

I wrote, produced, and conducted the interviews for "Candid Casting Calls", a video collaboration between about sexist casting calls between Upworthy and Lady Parts.

WHERE TO BEGIN — FULL LENGTH PLAY (2014)

I was commissioned to write *Where to Begin*, a play for young actors that tackles adolescent mental health, by the non-profit theatre company The Fellowship of the Ravens. *Where to Begin* was presented at the Edinburgh Fringe Festival and Columbia's Schapiro Theater.