

KATIE GERGEL

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WORK EXPERIENCE



WARNER BROS. DISCOVERY
COORDINATOR, DIGITAL AND SOCIAL MEDIA, TLC (CONTRACT)
August 2021 - present | New York, NY

- Uses consumer engagement platform Khoros to schedule weekly content on official TLC Twitter, Facebook, and Instagram accounts for 6+ concurrent series
 - Posts daily on network TikTok account (@tlctv) and has assisted in the growth of the account from 4.5mil followers to 7.1mil followers in less than 11 months
 - Sources bonus digital content from TLC talent to script and craft original videos
 - Builds partnerships with Marketing, Press, Talent, Video Production, and Show Production teams to leverage all digital resources and assets
 - Researches and experiments with social channel updates to stay ahead of trends
- AWARD:** 3-person team won 1st Place - Overall Social Presence in 2022 FAXIES, beating social teams from Netflix, Amazon, CBS. etc.



BLISS POINT MEDIA
MEDIA OPERATIONS SPECIALIST
Nov 2020-August 2021 | New York, NY

- Devised marketing strategies to help clients find optimal ad placement across streaming/OTT and online video platforms
- Booked out \$400,000+ per week of media spend for five client portfolios
- Served as main liaison between network partners and clients, efficiently communicating campaign needs and inventory pricing
- Constructed audio campaigns from scratch that align with client budget and demo after sourcing inventory and presenting avails
- Researched industry trends in order to provide clients with timely information on the status of the streaming marketplace



DISCOVERY COMMUNICATIONS
DIGITAL MARKETING INTERN
June-Aug 2019 | New York, NY

- Conducted a competitive analysis to identify industry onboarding trends
- Led A/B testing strategy to determine best practices to increase users opted in for push notifications across Discovery app portfolio
- Assisted in construction of digital and newsletter marketing campaigns
- Gathered data from consumer engagement platform Braze to determine monthly insights and create analytic reports
- Wrote copy for push notifications and in-app campaigns on Discovery apps



DISNEY CHANNEL
CREATIVE MARKETING INTERN
Jan-April 2019 | Burbank, CA

- Assisted writers/producers with scriptwriting and conceptualization for ancillary content on social and linear platforms
- Wrote and produced short promo for show called "Milo Murphy's Law" that aired nationally on Disney XD



SHOWTIME NETWORKS, INC.
DIGITAL MEDIA PRODUCTION INTERN
June-Aug 2018 | New York, NY

- Worked with Smithsonian Channel digital media department, reviewing and logging content for promotional material across social platforms
- Conducted research for brand and content partnerships
- Worked with other interns on group project addressing how to drive growth in millennial subscriptions to Showtime

EDUCATION

**PENNSYLVANIA STATE UNIVERSITY,
SCHREYER HONORS COLLEGE**

Class of 2020 | GPA: 3.96

B.A., FILM PRODUCTION
SELECTED AS TOP STUDENT IN MAJOR

B.A., POLITICAL SCIENCE
MINOR IN SPANISH LANGUAGE

SKILLS

HARD SKILLS

Khoros, Tubular, Social Bakers, Professional Social Media Posting (Facebook, Twitter, Instagram, Snapchat, TikTok (500,000+ views on personal account)), A/B Testing, Competitive Analysis, Programmatic Media Buying, Copywriting, Creative and Technical Writing, Adobe Premiere, Microsoft Office Suite (Excel), Slack, Zoom, JIRA, Asana, Creative Trafficking/Metadata Input

SOFT SKILLS

Time Management, Client Communication, Creativity, Organization, Public Speaking, Adaptability, Leadership, Open-mindedness, Eagerness to Learn

HONORS

- FILM PRODUCTION STUDENT MARSHAL,
BELLISARIO COLLEGE OF COMMUNICATIONS

- DEAN'S LIST, ALL SEMESTERS

- SELECTED FOR INAUGURAL CLASS OF
BELLISARIO FELLOWS

- CHAPEL EXECUTIVE INTERNSHIP SCHOLARSHIP
RECIPIENT

INTERESTS

- ✍ writing Young Adult fiction
- 🎵 folk and indie music
- 🏸 tennis
- 🎬 horror movies
- 🍴 international cuisines