

KELSEY KLEMMME

PRODUCER, WRITER AND STRATEGIST

CONTACT

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🌐 KelseyKlemme.com

📍 Los Angeles, CA

EDUCATION

BA/Communication Studies and Political Science; Cinema Minor
The University of Iowa

User Experience Design Immersive
General Assembly

Sketch Writing
Upright Citizen's Brigade (LA)

AWARDS

CLIO Bronze Winner
Producer; *Once Upon a Time...In Hollywood* (Digital Campaign)

Division IV Public Relations Award
Association of Fraternal Leadership & Values

SKILLS

Producing

Creative Ideation

Copywriting

Strategy and Research

Managing Budgets

Content Writing

Presenting to Stakeholders

UX Design and User Testing

Social Media Advertising

SUMMARY

Creative professional with 7 years of traditional and digital media experience at large entertainment brands and tech companies. My background as an award-winning producer, writer and strategist with an education in UX and communications uniquely position me to lead strategy-driven content for brands to authentically connect with their audiences on multiple platforms.

EXPERIENCE

Writer - People's Choice Awards & Peacock

E! News (NBCUniversal) // Los Angeles // July 2019 – July 2020

Executed editorial strategy for the 2019 E! People's Choice Awards that led to 5.4 million page views (+66% YoY) and 507,000 site visitors (+20% YoY), as well as over 1 billion votes cast across digital platforms.

- Wrote over 300 SEO-targeted articles, galleries, and features promoting the award show and Peacock, NBC's new streaming service
- Wrote breaking news for live events such as the Oscars and Grammys
- Coordinated with producers to secure exclusive A-list talent soundbites and interviews that encouraged fanbases to tune into the show
- Managed an editorial calendar and oversaw freelance writers

Creative Producer + Social Media Strategist

BLKBX Creative Group // Los Angeles // October 2018 – July 2019

Produced the CLIO winning campaign for Quentin Tarantino's film *Once Upon a Time in Hollywood* (OnceUponATimeIn1969.com)

- Worked with Google, Getty Images, and SONY executives to create a microsite that transports users to 1969 via archival footage and video
- Directed editors to transform stills into motion graphics for increased engagement
- Hired freelance video editors, UX and graphic designers, copywriters, and voice-over talent
- Managed \$125,000 campaign budget in Harvest and met a 10-week production schedule

Served as a producer and creative strategist on SONY's *The Angry Birds 2*

- Managed a six-figure digital campaign budget and schedule via Harvest and Gantt charts
- Produced 60+ pieces of static and motion content and 10 motion-rich GIPHY stickers

Contributed strategy and research for additional digital campaigns, including Warner Brothers (*Looney Tunes*, *Scooby Doo*) and Freeform (*Good Trouble*)

- Led creative brainstorms for the agency's SOWs and pitched decks and concepts in-person to clients
- Created strategy-based pitch decks and won multiple six-figure digital media requests for proposals (RFPs)

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SOFTWARE

Harvest
Gantt Charts
Sketch App
Script Software (Final Draft,
Celtx)
Asana
Trello
JIRA
Confluence
Adobe Suite
Google Slides and PowerPoint
Slack

PUBLICATIONS

Elizabeth Banks' *WhoHaHa*
E! News
Women.com
HelloGiggles
Medium

INTERESTS

Reading
Writing
Thrifting
Comedy
Sketch Writing
Social Justice
Pop Culture
Social Media
Stand-Up
Lady Gaga's Entire Discography

Copywriter (Freelance)

Neoganda // Los Angeles // August 2018 - September 2018

Pitched creative campaign concepts for a variety of studio clients, including Universal Pictures and Focus Features.

- Ideated digital content for the films *The Long Dumb Road*, *Captive State*, *Piercing* and *The Hummingbird Project*

Social Media Team

Mythical Entertainment // Los Angeles // October 2017 – May 2018

Worked on the Shorty Award-winning Youtube Red series *Good Mythical Morning* and for the show's parent production company.

- Brainstormed and pitched weekly social video segments utilizing celebrity guest talent such as Keke Palmer, Kelsea Ballerini, and Robert Kirkman
- Wrote copy, scripts and beats for videos and assisted on production shoots
- Garnered over 19.5 million views on the show's social platforms
- Assisted the show's hosts and executive producers Rhett McLaughlin and Link Neal on show days and coordinated their scheduling with producers

UX Designer

E! News (NBCUniversal) // Los Angeles // January 2017 - October 2017

- Conducted user testing to inform wireframe and design iterations for E!'s full website redesign
- Designed products for E!'s new eCommerce strategy incorporating stakeholder requirements; directly presented design to C-level executives
- Redesigned the internal content management system (CMS) to incorporate new advertising opportunities and tracking on the site
- Managed product specifications and documentation in Confluence pages
- Created tickets in JIRA and worked with developers on product sprints

Story Assistant

Dancing with the Stars // Los Angeles // March 2014 - November 2016

- Assisted field producers on-location with production needs
- During rehearsals, took notes and marked timecode of key story moments to build out show packages

Associate Producer

World's Funniest Fails (FOX) // Los Angeles // November - December 2014

- Sourced and licensed user generated content for a comedic network show
- Worked with a third-party company, Jukin Media, to acquire clips for show segments
- Managed clip submissions and selections in a database