

Kate Gnetetsky



Writer + Director + Visual Artist

Experience

HEALTHLINE 2023 – 2024



• Freelance Creative Consultant

Developed influencer-centric creative for various YouTube channels

BUZZFEED 2015 – 2023



• Creative Director 2019 – 2023

Owned all aspects of creative production from pitch to publish

Collaborated with some of the world's biggest brands to create innovative viral content for platforms like TikTok, IG, FB, and YT

Led the development of BuzzFeed's branded Live Shopping Channel

Trained and led a team of creatives

Crafted creative cross-platform marketing strategies to hit client KPIs

• Creative Producer 2017 – 2019

Worked with Fortune 500 companies to write and/or direct viral branded videos, articles, and experiential marketing activations

Developed cross-platform digital ad campaigns

Created all key art and thumbnails

Handled all social copy

• Copywriter 2015 – 2017

Wrote client-facing pitches, directors treatments and scripts for both scripted and unscripted video formats

Handled all branded social copy

MAKER STUDIOS 2015



• Freelance Writer

Wrote a semi-scripted travel show in collaboration with Verizon

HUDSON JEANS 2013 – 2015



• Graphic Designer + Copywriter

Wrote and designed all email blasts and social ads

Conceptualized and designed seasonal look books, and decks

Designed textiles

Forecasted fashion trends

Skills

Directing
Script Writing
Marketing Copy Writing
Video Production
Graphic Design
Training
Production Design
Trend Forecasting
Illustration

Photoshop
Illustrator
InDesign
Final Draft

Clients

Amazon	NBC/Universal	Verizon
Netflix	Fox	Bare Minerals
Hyundai	Purina	Rimmel
P&G	Geico	Godiva
3M	Walmart	McCormick
Healthline	Macys	And more!

Education

**OTIS COLLEGE OF ART
AND DESIGN**



Bachelor of Fine Arts
2013

Emphasis in Advertising + Graphic Design
Minor in Art History

Graduated Cum Laude

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