

# KATRINA MADRINAN

*sr content creator & copywriter*  
SAN FRANCISCO, CA › SHE/HER › WWW.KATMAD.CO

## STUFF I'VE DONE

### CREATIVE COPY & SOCIAL LEAD @ REDBUBBLE

SAN FRANCISCO, CA › OCT 2022 - PRESENT

#### \*.\*◇ *overseeing copy across site & digital assets*

work with channel leads to ensure best practices, which led to better creative assets and an increase in email open rates by 20%. additionally, i lead creative messaging for all major campaigns such as holiday and BTS.

#### \*.\*◇ *overseeing social content creation*

founded fizzy studios, redbubble's in-house content studio to reboot rb's organic social. i concept, direct, edit, and star in content across all social channels. won "bubbler of the month" for this!

### SR COPYWRITER @ REDBUBBLE

SAN FRANCISCO, CA › OCT 2021 - MAY 2023

#### \*.\*◇ *went in-house to support independent artists*

used agency experience to bring smarter concepts to email, paid social, and display ads. i also led workshops in creative brief writing.

### CONTENT CREATOR, COPY @ 360I (SOCIAL CREATIVE LAB)

NEW YORK, NY (REMOTE) › FEB 2021 - SEPT 2021

#### \*.\*◇ *went "unhinged on the TL" for twisted tea*

was told to make people laugh, so i did. had posts go semi-viral on instagram, tiktok, and twitter  
› other clients: truly, syfy, 7eleven, bravotv

### COPYWRITER @ DENTSU MCGARRYBOWEN

SAN FRANCISCO, CA › JUNE 2020 - FEB 2021

#### \*.\*◇ *got lost in B2B tech for salesforce*

worked side-by-side with client's internal creative team to develop digital campaigns and web experiences. tbh i still don't really know what salesforce does.

### JR COPYWRITER @ DENTSU MCGARRYBOWEN

SAN FRANCISCO, CA › SEPT 2018 - JUNE 2020

#### \*.\*◇ *made commercials for intel, ft. jim parsons*

i did not get to meet him. but i did create the highest-engaging content ever for dole fresh fruit by making people debate over bananas.

› other clients: microsoft store, new biz

## SAY HI & STUFF

hello@katmad.co

832.866.4629

/in/kmmadrinan

## STUFF I CAN DO

#### \*.\*◇ *social content creation*

- › creative social strategy
- › scripting & storyboarding
- › pre-production planning
- › outfit & set styling
- › photo & video direction
- › memes

#### \*.\*◇ *advertising creative*

- › concepting
- › copywriting
- › art direction & design
- › creative presentations

#### \*.\*◇ *other creative stuff*

- › adobe premiere pro
- › adobe photoshop
- › adobe illustrator
- › capcut
- › procreate
- › photography

## SCHOOL STUFF

### UNIVERSITY OF HOUSTON

HOUSTON, TX › 2014 - 2018

#### \*.\*◇ *b.a. in communications*

- › concentration in advertising
- › minor in digital media, computer graphics technology

## FUN STUFF

#### \*.\*◇ *outside of work, find me*

taking pictures of my dog, crying over tv shows, playing dungeons & dragons, or dyeing my hair a new color