

KT WALSH

Creative Producer & Writer

Detroit, MI

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Summary

As a true writer/producer hyphenate with over 18yrs experience, I've created all kinds of content from TV to TikTok. In leadership positions, I've managed projects up to \$10mil with 3-8 person creative teams, and production crews of 200+. I thrive in creative roles solving complex problems for large multi-platform campaigns. I'm an organized self-starter who excels leading teams in remote & hybrid environments.

EXPERTISE | Development & Research, Narrative Structure, Documentary, Comedy, Podcasts, Women's Lifestyle, Automotive & Tech, Health, Fitness & Wellness, Media Psychology

Professional Experience

Leo Burnett, Detroit MI

Sr. Creative Producer, Oct 2021 - Present

Produced for Cadillac exclusively on 360 campaigns of \$10m+ while implementing streamlined broadcast & digital delivery process. Managed creative teams during procedural reformation.

- **2023/24 EV Family Campaign** | Led storytelling with technical filmmaking & celebrity talent.
- **2022 LYRIQ Orders Campaign** | Streamlined nonlinear creative. Orders sold out in >24hrs.
- **2022 Escalade-V Reveal** | 17,000,000+ views, highest completion rate on record for 2022.

Commonwealth // McCann, Detroit MI

Sr. Creative/Broadcast Producer, April 2018 – Oct. 2021

Served Chevrolet account exclusively as a producer & copywriter while spearheading projects \$4m+ for broadcast & digital. Free the Work diversity advocate for creative labor and representation.

- **2020 Corvette Academy & Reveal** | Established Academy Series | 4,000,000+ YouTube Views
- **2019 Real People Ads** | Car Sales up 32%, Truck Sales up 24%

GTB, Dearborn, MI

Integrated Producer, Sept. 2016 - April 2018

Produced integrated campaign for Ford Motor Company. Preserved creative during pitch & execution with clients & vendors to ensure production value.

- **2018 Ford Service Campaign** | Eased celebrity spokesperson departure with comedy shorts
- **2019 Ford Ranger Reveal** | Launched comeback after 8-years, sales overtake Chevy Colorado

HIP Studio, Los Angeles, CA

Creative Director, May 2012 – Aug. 2016

Owned digital rebrand during 2012 studio expansion. Launched approachable brand voice trusted in Fitness, Wellness and Lifestyle and backed by community devotees.

- **Always On Social** | x3 weekly articles, monthly newsletters & daily social posts yielding 30% increase in online community engagement.
- **Branded Content** | HIP90 Challenge & HIPtv videos increase membership sales by 41%
- **Evergreen Digital** | Brand voice earns authority in wellness space, digital subscriptions up 68%

Online & Print Publications, Los Angeles, CA

Freelance/Contract Writer, January 2007 – Aug. 2016

Humor sings in lifestyle content with a journalistic approach. Even serious themes take a conversational tone, like talking to a friend.

- **STAFF** | MyWedding.com, Top5.com, InternetBachelorette.com, BetterYou.com
- **GUEST** | xoJane.com, Swoop Magazine, The Beach Reporter, CurvyGirlGuide.com

Network & Cable TV | Los Angeles, CA

Freelance Producer & Writer, Sept 2009 – April 2012

On set story crafter, writer & interviewer while pitching segments to forward season arcs. Field producer securing locations and facilitating location and talent contracts. Docu skills capture high stakes emotions.

- **“Take Me Out” on FOX**, hosted by George Lopez | Nominated for ALMA Award
- **“Sweet Home Alabama” on CMT**, produced by Glassman Entertainment | 4 Seasons
- **“Mobbed” on FOX**, hosted & produced by Howie Mandel | 2,200,000+ YouTube views
- **“Off Their Rockers” on NBC** hosted by Betty White | 3 seasons, x3 EMMY Nominated

WhyUGotDumped.com | Los Angeles, CA

Founder & Creative Director, Feb. 2010 – Aug. 2015

Creator, writer, designer & manager of submission website for relationship humor mining untapped user-based breakup stories. Developed entrepreneur & leadership skills for emerging digital media.

- Managed 30+ contributors and 300,000+ submissions with integrated Social Media workflow.
- Writer, Producer, and Director of spin-off video content | Gotham Group optioned for TV Pilot

Feature Film, Network & Cable TV | Los Angeles, CA

Freelance Production & Post Production, Sept 2005 – Aug. 2010

Early Career contracts afforded me a production department taste test invaluable to media leadership.

- Coordinator & Casting Associate—Travel Channel, FOX, CBS
- Camera Operator/Assistant—BRAVO, CBS, TLC, FIFA, SpikeTV
- Development Assistant—AMC, Netflix, Josephson Entertainment
- VisDev/Post Assistant—DreamWorks Animation, BET, Emerson College

Education

Master of Arts, Media Studies | 2022, Summa Cum Laude

The New School & Parsons, New York City, NY
Presidential Merit Scholarship Recipient

Bachelor of Arts, Film | 2006, Magna Cum Laude

Emerson Collage, Boston, MA

Skills

SOCIAL & SOFTWARE | YouTube, Meta Inc, TikTok, Spotify, QQM, Media Planning & Scheduling, Final Draft, Photoshop, Audition, Premier, Avid, MS Suite, Adobe Suite

PRODUCTION | Directing, In-depth Interviewing, Client Relations, Camera & Lighting, Location Scout, Live Event, Pre & Post Production

HEALTH & FITNESS | Stott Pilates Instructor, Pop Physique Instructor, TRX Suspension Training, Lagree Fitness Instructor, College & HS Dance Team Choreographer, Cecchetti Ballet Teacher