

Kevin Ott

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Experience

FREELANCE WRITER/EDITOR/COMMS AND MARKETING CONSULTANT 2016-PRESENT

As a freelancer I've been lucky enough to have the freedom to choose the gigs that impassion and excite me. To that end, I've helped **Kitty Bungalow**, the only organization in Los Angeles dedicated to the care and management of feral cats, set up their internal and external communications infrastructure after a major administrative shakeup. I've also helped **Grassdoor**, an online dispensary covering all of Los Angeles County, develop their own web presence.

GEEK & SUNDRY 2015-16

SOCIAL MEDIA MANAGER

At Geek & Sundry, with very little initial preparation, I **managed** the entire production company's social media feed and **integrated** their social content with their streaming video, web content, events, and sponsorship requirements. Though I was brought in to address their needs temporarily, within two days management asked me to accept a full-time position.

WRITERS GUILD FOUNDATION 2008-2015

DIRECTOR OF COMMUNICATIONS, 2012-2015

PROJECT COORDINATOR, 2010-2012

I more than **tripled** the organization's email distribution list; **built** its social media following from near-nonexistence to over 9,000 Twitter followers and over 5,000 Facebook fans; **expanded** its oral history program, bringing it online to a huge new audience; **introduced** new communications tools like regular podcasts, a regularly-updated blog, a press section and a community calendar; **spearheaded** the expansion of the library's hours and the development of its technology; **developed** event series, **packed** audiences and **distributed** them online; **created** its Veterans Writing Project and **broadened** its funding and support; **created** a press list from scratch, netting coverage from the **New York Times**, **Variety**, **Rolling Stone** and **Reddit's** front page; **represented** the organization on panels at the **Austin** and the **Newport Beach Film Festivals**; **created**, **produced** and **hosted** **GENRE SMASH!**, an event series targeting a new audience; and **crafted** a unique and specifically tailored voice for the organization as a whole.

FREELANCE COPYWRITER AND SEO MANAGER, 2006 TO 2010

During my first stretch as a freelancer I **managed** search engine optimization for a broad array of commercial clients - both B2B and B2C - and **wrote** copy for a variety of websites; **wrote** regular travel podcast scripts for Orbitz; **journaled** Toronto's inaugural Luminato Arts & Music Festival as its in-house blogger, and more.

JUNIATA COLLEGE 2004-2006

INSTRUCTOR IN ENGLISH

In 2004 my alma mater's English department hired me to **teach classes** in journalism and freshman composition. I also **lectured** in multimedia arts and story structure and **designed** and **taught** adult classes in media literacy.

MULTIPLE DAILY NEWSPAPERS 1998-2002

STRINGER, BUCKS COUNTY COURIER TIMES, 2002

STAFF WRITER, ALTOONA MIRROR, 2000-2002

STAFF WRITER, HUNTINGDON DAILY NEWS 1998-2000

After college I **was pursued** by a succession of local newspapers, including the Huntingdon, PA *Daily News* and the Altoona *Mirror*. In the months before heading to film school, I later **freelanced** for the Bucks County *Courier Times*, whose editor asked me to join the full-time staff. I **covered** a variety of beats and **developed** enterprise stories.

Education

Juniata College, Huntingdon, PA - BA, English

Boston University, Boston, MA - MFA, Film Production

Skills

Wordpress, Moveable Type, Blogger CMS; Final Cut; Avid; MS Office; MS Access; GarageBand; iMovie; HTML; FTP applications; training in Photoshop, Dreamweaver; dog training. That's right, I said dog training.