



KRISTEN O'NEILL • WRITER

copy • content • speeches • stories

**Nailing the voice, the tone, the words & flow you need
to tell / sell / share / brand
what you're all about.**

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Most Recently

Senior Copywriter / Deputy Editorial Director – Galvanize (2016 – 2017)
Wordsmith for startup tech education venture.

- Created branded print + video content for Galvanize blog and social channels.
- Concepted marketing + brand awareness campaigns.
- Copywriter for all manner of digital + traditional marketing materials. (Out of Home, email marketing, radio/Spotify/podcast ad copy, paid ads, website copy, print collateral, video scripts...you get the picture.)

Previously

Senior Content Strategist for Governor John Hickenlooper (2014 – 2016)
Head speechwriter and voice of the Governor's social media.

- 2016 State of the State address hailed as Hick's best ever.
- Increased the Gov's social media following 260% + boosted engagement from single digits to mid-hundreds on average, thousands on the regular.

Chief Copywriter – Warner Bros. Pictures Interactive Marketing (2012 - 2014)
Cooked up copy & original content for social media, apps and all manner of digital marketing campaigns for these movies and more:

- *Gravity, Her, The Great Gatsby, Godzilla, The LEGO Movie, Man of Steel, The Candidate, the Hobbit trilogy, Blended and 300: Rise of an Empire.*

Director of Operations – Herzog & Company (2009 - 2012)

Managed a staff of 65 creatives and crew plus an ever-scaling roster of freelancers at a film/TV/web marketing company. Equal parts MacGuyver, coach, drill sergeant and mom.

Director of Written Communication – Warner Bros. Pictures (2000 - 2006)

Head writer/editor for a marketing & publicity department that released 20+ movies a year.

- Over 125 movies during my tour, including the *Harry Potter* franchise, the *Matrix* trilogy and Christopher Nolan's *Batman Begins*.
- Oversaw a team of four writers responsible for creating press releases, production notes, titling, strategy, speeches, talking points and Academy Award campaign material.
- For your consideration: Oscar winning campaigns *Million Dollar Baby, Mystic River, The Aviator, Training Day* and *Syriana*.

Director of Development – Vinyl Films/Cameron Crowe Productions (1997 - 2000)

Against the backdrop of the writing and making of *Almost Famous*, I developed original film & TV projects for writer-director Cameron Crowe to produce.

Editorial Director – TNT *Rough Cut* (1997)

Paid my dues + the bills scripting a half hour movie news show.

Associate Editor, *Premiere Magazine* (1994 - 1996)

Wrote & reported my way from intern to key contributor in both the NY and LA bureaus.

- Authored cover stories, features and *In The Works*, the magazine's most popular column.
- Editor of monthly 8-page *Hollywoodland* section.
- Managed stable of freelance writers & contributors.

Schooled

New York University (BFA, Film & TV)