

Kathryn Jankowski

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CREATIVE PRODUCER & CONTENT STRATEGIST

As a versatile producer, director, and editor, I aim to bring captivating videos to life across platforms. I pride myself on blending creativity and strategic acumen. My organizational and logistical skills provide the structural backbone to my collaboration with creatives, ensuring a seamless fusion of artistry and professionalism.

SKILLS (portfolio examples available upon request)

Airtable Expert

Adobe Creative Cloud

Talent and Location Management

Production Coordination

Budget Management

Entertainment Law

PROFESSIONAL EXPERIENCE

Electric Monster

Director & Producer, Junebeam and React Channels

June 2024 - Present

Identify and pitch relevant and engaging topics for content production. Source vendors and manage freelance relationships. Manage the flow of creative feedback between production team and project team. Work directly with production on building shot lists, delineating style guides, and directing all creative and logistical aspects of production to ensure a seamless production and post-production process. Produce, film, and edit paid social content for brand collaborations. Trusted to build out a consistent Junebeam brand and collaborate closely with editors and producers to manage full production process.

Producer and Host, React Media

Jan 2023 - June 2024

Rapidly generate and pitch 10+ YouTube and social media-first concepts weekly. Collaborated with cross-functional teams to bring channel average views from 100k average in first day to 200k+ average in first day in under 6 months. Develop breakthrough original formats that are strategy-based and repeatable, garnering over 20 million views across formats. Understand industry and platform trends in the YouTube space. Host and produce in-room talent.

Associate Producer, React Media

March 2022 - Jan 2023

Lead original Snapchat content, resulting in the top revenue month that the company has ever seen in July 2022. Create a company voice on Snapchat and curate content for that audience. Seek out new opportunities to collaborate with celebrities while supporting the creative team with fresh pitches and scripting development.

Editor, React Media

June 2021 - March 2022

Carefully edit and polish content across YouTube, Facebook, and Snapchat platforms, where precision in formatting, design, graphics, and asset management are paramount. My collaboration with producers and fellow creative minds includes the implementation of innovative approaches to elevate the React unique, humor-focused and youth-oriented brand.

Freelance Director, Producer, Editor, Choreographer

May 2018 - Present

From the inception of a project through its final execution, I orchestrate the creative process, crafting captivating promotional videos. This comprehensive approach includes developing and collaborating on a visual concept, directing talent and crew on set, skillfully editing projects, and ensuring that each creation resonates with the client's vision and aligns with brand objectives.

EDUCATION

Bachelor of Arts at Indiana University Media School

Majors: Cinema and Media Production

Minors in Spanish and Marketing

Specializations in Post-Production and Gender Studies

Visual Content Director at WIUX Public Radio

Internships at Nickelodeon and NBCUniversal in

Creative Promo & Asset Management

INTERESTS

Intimacy Coordinator in Training

Completed Level 1, 2, and currently in Level 3

Podcast Production

Producer and Editor of yuck!

Stray Cat Alliance

Volunteer