

• Senior Marketing Manager & Writer •

K. BROCH

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PROFILE

Decisive Senior Marketing Manager who drives company growth through creative and innovative marketing strategies. Skilled at analyzing market trends and meeting brand voice. Writer and producer in the podcasting space, with production experience on several short films.

EXPERTISE

*Project Management
Planning & Development
Internal Team Training
Superior Writer and Editor
Maintaining web content
Client Support
Pitching and Presentations*

SHORT FILMS IN POST

*March Of The Inferno – Associate Producer & Makeup/Hair
Hot Ghost – Executive Producer & Script Editor
Development (Part of the LALIFF Fellowship Sponsored by Netflix)
– Unit Production Manager & COVID Compliance Officer*

EXPERIENCE

Owner/Producer at OCS Productions

July 2022-Present

Executive Producer and cohost of the She Said...Let's! podcast, with the goal of empowering women in film & TV. Writer of short films in pre-production.

Senior Program Manager at News America Marketing (Remote)

July 2019- Present

Program Associate, July 2017-June 2019

Program Coordinator, November 2015-June 2017

My rockstar team of 6 manages sales accounts across 5 directors, which contribute a boatload of dinero (\$75 million) in yearly sales revenue. Trained and aided in the development of over 50 new hires. Create and present multi-channel overviews/proposals to internal teams and clients. Research the market to develop recommendations that help clients beat out their competition.

Assistant to screenwriter Mike Ellis (*The Wedding Planner, Insatiable*)

October 2020– March 2022 (Contract)

Acted as a human spell check and Final Draft formatting guru. Created themed and branded pitch decks. Provided punch up, series ideas and pitched story based on lived experience for rewrites.

Production Manager/COVID Compliance Officer (*La Juana*)

July-August 2021

Ensured all cast and crew were healthy and COVID compliant before and during shooting. If there was an issue, I solved it. Call me the Organization Queen when it came to contracts, permits, reimbursements, rentals and zoning for cast and crew.

Beauty Studio Manager at Sephora (Beverly Hills)

November 2014 – November 2015

Generated idea that won Sephora Innovation 2015 contest countrywide. Planned and organized events with beauty brands, influencers, celeb makeup artists and internal cast. Provided trendy content for social media platforms. Coached Sephora EDU classes.

Marketing Manager at Coyote Logistics (Chicago)

2011-2014

A blog I wrote about interesting places to work after college, became the #1 hit when Googling, "Coyote Logistics." The CEO offered me an opportunity to co-anchor the first marketing team at this private start-up and help the company rebrand. I connected over 2K employees through video creation, photography, internal campaigns & company events.

EDUCATION

Bachelor of Arts Degree

Communications

Minor in Sales

Michigan State University
East Lansing, MI |

ADDITIONAL EDU

Mass Media in the UK – London (University of London)

Concentration in Media Arts,
Journalism, and Entertainment

Made in Italy – Rome (Study Abroad)

Concentration in Sales, Luxury
Branding, and Negotiation

New Media Drivers License

Social Media Certification

TV Comedy Writing Certificate (Writing Pad) – LA

Studied under Mike Ellis, Todd
Waldman, Brett Paesel, Steve Peros,
and Jack Kukoda

Brent Forrester Comedy Knowledge School (Dynasty Typewriter) – LA

Latinx Women, Female Assistants & JHRTS Writer's Groups (3)

Biweekly 2020-Present

Latinx Netflix Animation Masterclass

Emerging Content Creators Scholarship
NALIP Media Summit, Latino Media Fest &
Diverse Women in Media Forum

Women of Color Unite #Startwith8 Program
Mentors Danny Fernandez and Bri Lerosé

LaLista TV Writer's Group Mentorship
Mentor Hailey Chavez