



KATIE STONE

COPYWRITER, COMEDIAN, OPINIONATED WOMAN

Funny but focused, Katie's writing was described as "charming and effective" by the Austin American Statesman and "too opinionated" by her mother. Having spent 5 years as a freelance creative-director and copywriter, Katie returned to **UT Austin** in 2018 for the nation's only joint **Masters of Advertising/creative portfolio** program. Since her graduation in May of 2020, she has been using quarantine to sharpen her comedy-writing and illustration skills in addition to working as a freelance creative.

Mekanism Creative Director & AdWeek Creative 100 Laura Wimer described her as "**a star in the making**" and professors deemed her "the best comedy writer the Texas Creative program has produced."

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR & STRATEGIST | VARIOUS COMEDY VENUES, SINCE '14

- Led art & copy for 30+ shows at 11 venues with comedians now at SNL, Comedy Central & HBO
- Generated more revenue for Austin's ColdTowne Theater than any other individual in its 12 year history

COMEDIAN | VARIOUS, SINCE '13

- Performed in over 1000 stand-up and sketch shows in addition to weekly improv performances
- Featured performer at some of nation's most selective festivals, most recently incl. San Francisco Sketchfest

SENIOR COPYWRITER | TEXAS ONCOURSE, DEC '16 - AUG '18

- Ground-up build of brand voice for college access program now used by 10k educators across TX
- Led \$150k+ web redesign while concurrently developing 2018 SXSW Edu presence

COPYWRITER | CATCH GLOBAL FOUNDATION, JUL '14 - AUG '16

- As a one-man team & first employee, created brand voice and compiled team of external marketing vendors
- Built & wrote all communications from scratch, including a full website re-write in less than 6 weeks

EDUCATIONAL EXPERIENCE

COPYWRITING INTERN | PROOF ADVERTISING, FALL '19

- Consulted on comedic strategy for Travelocity's 2020 campaigns
- Wrote digital copy for Mouser Electronics, American Heart Association, and Travel Texas

COPYWRITING INTERN | MEKANISM, SUMMER '19

- Cracked up clients with broadcast, radio, social copy for Papa Murphy's Pizza
- Pitched Alaska Airlines on Seattle-based experiential campaign to draw millennial attention

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