

# KATE OLSON

## Senior Brand & Digital Strategy Leader | Entertainment & Consumer Products

kateolsonmarketing@gmail.com | Based in LA

## ABOUT ME

Brand and digital strategy leader with 10+ years driving growth across entertainment, consumer products, and events. I combine data-driven insights with creative instinct to deliver campaigns and partnerships that engage audiences and scale impact. Pursuing a full-time role to drive brand growth and mentor teams.

## EXPERIENCE

### **Marketing Strategist, 2023-present, Contract/Consulting**

Directed strategy projects across entertainment, higher ed, consumer, and event brands

- Authored a digital rebranding playbook for K-State University Salina's spatial computing initiative
- Shaped social strategy for Lionsgate's *Den of Thieves 2: Pantera* and *The Best Christmas Pageant Ever*
- Produced an insights report that secured stakeholder approval for a *Twilight* product line
- Directed a 100-person in-kind influencer campaign for Hypothesis Scrubs, generating 1M views
- Drove marketing for multiple sold-out races: LA Marathon, Bakersfield Marathon, Screenland 5k

### **Community Engagement Strategist / Founder, 2023-present, LA Running Connoisseur**

Built a running media platform through community strategy, partnerships, and digital growth

- Scaled digital resource for LA runners to 14K+ followers and 6K monthly views
- Recognized as a go-to running expert for LA Times, Outside Magazine, and Ultrasignup
- Secured contracts with local and global running brands to promote products and events

### **Director of Social and Digital Marketing & Director of Strategy, 2021-2023, 1TwentyFour**

Led cross-functional campaigns for global entertainment/consumer brands, driving growth and revenue

- Designed a GameStop influencer campaign that supported \$48M in quarterly revenue
- Led a creator-driven campaign for DC Batman consumer products, generating 63.5M views
- Directed RFP process that delivered \$2M in revenue from Wendy's and Old Spice campaigns
- Crafted strategic partnerships for *High on Life*, the most-played title on Xbox Game Pass (2023)

### **Lead Researcher and Strategist, 2019-2021, Fanthropology**

Delivered brand and positioning strategies for film, TV, and streaming launches

- Directed brand and positioning studies for five early AppleTV+ originals (*Fraggle Rock*, *Harriet the Spy*, *Swan Song*, *The Shrink Next Door*, *The Afterparty*)
- Developed social strategy for *Minions 2: Rise of Gru*, a \$940M global box office hit
- Shaped the strategy brief for HBO Max's #1 original comedy launch, *Sex Lives of College Girls*

### **Head of Strategy, 2015-2019, Home Brew Agency**

Led digital campaigns for blockbuster films and award-winning entertainment franchises

- Directed digital strategy for films generating \$2.3B combined box office, including *Ready Player One*, *Crazy Rich Asians*, *Fantastic Beasts 1 & 2*, and *Pitch Perfect 2*
- Secured IAC Best Social Media Campaign and Clio Shortlist recognition for *The LEGO Batman Movie*
- Managed 2 direct reports and mentored 10+ social media professionals

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**BA in Media & Communication; Advertising - Muhlenberg College**