

KC ORCUTT

518-944-5247 | kcorcutt@gmail.com | Los Angeles, CA | [linkedin.com/in/kcorcutt](https://www.linkedin.com/in/kcorcutt) | [kcorcutt.com](https://www.kcorcutt.com)

PROFESSIONAL SUMMARY

- Seasoned media professional with a depth of experience spanning 13 years across industries, including music, entertainment, lifestyle, wellness, tech and small business. Strong expertise in content strategy, elevated storytelling, brand identity/development, audience engagement and digital marketing.
- Proven track record in leading production, managing workflow across cross-functional teams, mentoring others, optimizing resources, fostering inclusive environments for creative ideation, ensuring quality of work, delivering projects on time and within budget, and contributing original ideas for client pitches and RFP responses.
- Adaptive across roles and functions as a writer, editor, producer, creative strategist, fact-checker/researcher and project manager. Demonstrated success in enhancing communication, maintaining brand consistency, cultivating client relationships, creating engaging content, establishing brand voice, driving marketing and branding strategies, readying content of all kinds for print and digital publishing, and prioritizing creativity and collaboration.

Multifaceted media professional with expertise in:

Project Management - Brand Identity - Content Strategy - Creative Problem Solving - Digital Publishing
Team Leadership - Client Communication - Process Improvement - Editing - Writing

EXPERIENCE

FREELANCE CREATIVE SERVICES

January 2010 – Present

Words by KC Orcutt, Los Angeles

- Offer bespoke solutions, strategies and a range of freelance creative services to an extensive roster of established and emerging companies, demonstrating expertise in understanding and catering to distinct client needs and expectations. Services include writing, editing, proofreading, fact-checking, consulting, research, strategy, website auditing and brand identity development. See full archive of published journalism work via [Authority](#) and [Contently](#). Creative portfolio and detailed case studies available [here](#).
- Deliver high-quality original content and produce varied digital copy including reported pieces, features, blogs, landing pages, internal company resources, pitch decks, executive statements, artist bios, electronic press kits and collateral for marketing campaigns, illustrating versatility and adaptability in writing styles and formats with a focus on effectively communicating brand messaging, increasing social engagement, building consistent web traffic and generating audience growth.
- Current clients include SoundCloud, Umoré and Uproxx. Past clients and publications include 12oz Prophet, 25/7 Management, 48in48 (volunteer), 300 Entertainment, Adidas, Ambrosia for Heads, APM Music, Asylum Records, Atlantic Records, Beat*Shot Productions, Beatport, Cinematic Music Group, Columbia/Sony, Consequence of Sound, Droplabs, Epic Records, Evar Records, HotNewHipHop, Hypebeast, Juicrafters, Keep Albany Boring, Kingston Imperial, Lang Media, Organic by John Patrick, Papa and Barkley, Pizza Cupcake, Red Bull, Rowdy Records, Say I Tru, The Source Magazine, Star Bartending Institute, Twitch, UndergroundHipHop, Visuals by Pierre, VP Records, Warner Records, Will Nichols and XXL Magazine.

SENIOR EDITOR EDITOR

June 2022 – July 2023
July 2021 – June 2022

Variety Content Studio, Los Angeles

- Conceived and authored original custom concepts for brand RFP responses and proactive pitches, with offerings including “For Your Consideration” advertorial packages aimed at entertainment industry readers, short form video and consumer-orientated social media, tailored to client messaging goals, key audience demographics and within allocated budget tiers ranging from \$50K to \$2M. Consulted and collaborated with executive sales, marketing, event and design teams to effectively solve client problems, meet KPIs and generate new/return business for Variety.
- Post-sale, oversaw and managed the production of all advertorials for digital and print platforms, ensuring high-quality standards and compliance with branded FTC guidelines through meticulous review, collaboration and team leadership. Led on client communication, managed creative teams and supervised the production of branded content

KC ORCUTT

campaigns for major companies including A+E, AppleTV+, Amazon, City National Bank, CJ ENM, DIRECTV, FX, HBO, Lifetime, the New Jersey Film Commission, Neon, Netflix, Roku, Sony Pictures Television, Stacy's Pita Chips and United Artists Releasing, among others.

- Trained project coordinators and junior editors as the department grew, as well as sourced, vetted, assigned and managed teams of freelance writers, copy editors, proofreaders, designers and illustrators throughout every phase of production. Curated and wrote comprehensive employee handbook with resources for external vendors, defining best practices for branded content creation, specialized workflow processes and in-house editorial style guidelines.

COPYWRITER, CREATIVE STRATEGIST

January 2019 – October 2021

Finally Offline, Los Angeles

- Spearheaded all copy needs for the independent creator-founded agency, including brand identity, pre-sales, production, social media and content development. Played a pivotal role in executing “Goodbye Summer,” a six-month community-driven experiential and social media influencer campaign, executed in partnership with adidas Originals and film company Gusto35, with installments in New York City and Los Angeles.
- Contributed creative strategy and copywriting services for projects with Red Bull, the e-commerce hub Never Mind the Mess and consumer product startup SafeTouch, showcasing versatility in writing styles, industry knowledge and collaboration skills. Wrote artist statements, press releases and professional bios for co-founders Will Nichols, Visuals by Pierre and Zach Hunkins, as well as for creative affiliates, including Global Dan, Global AZN and Doze.

WEEKEND EDITOR

August 2017 – May 2018

FREELANCE WRITER, FEATURES AND BRANDED CONTENT

May 2018 – July 2021

REVOLT TV, Los Angeles + New York

- Sourced, reported and wrote breaking news stories for REVOLT.TV across entertainment, music, celebrity and national verticals, working independently to publish content quickly without impacting quality, make editorial decisions, uphold journalistic integrity and drive consistent web traffic during off-peak hours.
- Cultivated brand recognition and fostered audience engagement by producing two bi-monthly columns focused on timely, trending topics and music industry-specific thought leadership. Assisted the marketing team with content strategy and wrote branded editorials for high-profile client projects, such as Target, Burger King, Modelo, Simple Mobile and Rolling Loud, helping position REVOLT TV as an impactful, innovative brand partner for companies aiming to authentically reach and engage audiences across music, fashion, entertainment and culture.

CONTENT WRITER

June 2016 – August 2017

Spotify, New York

- Collaborated with the company's top content curators, working specifically on the weekly #NewMusicFriday playlist and creating written content in collaboration with Billboard.com that helped build brand awareness of the fast-growing, influential playlist. Contributed to the company's internal staff newsletter on a weekly basis, sharing notable achievements, news and encouragement to staff. Commissioned as a freelance consultant by the video department, aiding with pre-production research, marketing strategy and creative direction behind the “Rock This”-branded enhanced/visual playlist, featuring established bands such as Imagine Dragons, PVRIS and Baby Metal.

STAFF WRITER

January 2016 to August 2017

BET, New York

- Wrote original written content for BET.com's digital platform, working daily on both an assignment and pitch basis, with a focus in music, entertainment and breaking national news. Conceptualized, researched and wrote in-depth editorial features such as artist interviews, list articles, photo galleries and live event coverage. Operated independently on weekends, utilizing strong news judgement to research, write, edit and self-publish breaking news stories that drove traffic and engaged audiences during off-peak hours, positively contributing to the publication's reputation as an established industry media leader and entertainment news source.

EDUCATION

Bachelor of Arts in Journalism and English / University at Albany, Albany, New York

2008-2011