





KATIE ROLETTO

STUDIO ART DIRECTOR
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password: *KatieRoletto*

CONTACT

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SKILLS

// Professional

Art Direction
Creative Project Management
Line Producing
Video Editing
Concept Development
Contract Negotiation
Copywriting
Creative Writing
Creative Briefing
RFP Writing
Team Management
Casting

// Technical

Adobe Premiere Pro
Adobe Photoshop
Adobe Illustrator
Adobe Audition
Pro Tools
DaVinci Resolve
Final Draft Pro
Excel
Asana Project Management

SUMMARY

Award-winning studio art director with over 10 years of experience and an adept ability to transform concepts into engaging visual narratives. Art direction and production experience for digital media in both beauty and tech industries.

WORK EXPERIENCE

ASSOCIATE STUDIO ART DIRECTOR

Benefit Cosmetics | Beauty | March 2022 - Present

- Develop concepts and produce integrated campaigns for Benefit's digital accounts, and partnerships with brands such as [Sephora](#), [Ulta](#), [Crocs](#), and [Quay Australia](#)
- Manage a team of designers, copywriters, photographers, and video team members and oversee creative execution and provide guidance and feedback
- Maintaining and building relationships with a robust contact list of agencies, production companies, and content creators
- Budget management of productions up to \$500,000
- Developed concepts and extensions for Benefit's integrated campaign [Benefit Brow Tales Campaign](#) resulting in 3.5 million views most notably 90% over benchmark for TikTok

FREELANCE

Outside Lands Music Festival, Well... I Liked It! Podcast, Zazzle | 2013 - Present

- [Outsidelands](#) - Field Producer for Twitch live streaming. Responsibilities include interviews with talent, managing the production crew, and providing field notes for the post-production team
- [Well... I Liked It! Podcast](#) - Producer and host for 100 episodes, In 2022, our podcast charted in US Apple Podcasts of top 100 movie review podcasts and gained over 14,000 followers on TikTok and over 1.2 million likes
- Zazzle - Producer and editor for internal training video series. Producing over 30 videos for onboarding new talent for each process of operation

CREATIVE CONTENT MANAGER

Benefit Cosmetics | Beauty | November 2020 - March 2022

- Owning the creative strategy and execution for Benefit's social media channels of over 10 million followers
- Responsible for contract negotiations with on-camera talent as well as production vendors
- Oversee multiple productions, secure usage rights, licensing, and achieve key KPIs
- Trend monitoring, researching, and exploring new creative ideas, technologies, and storytelling techniques to keep the organization's content innovative, and relevant.
- Sourcing creators that fit company messaging and creating creative briefs for content partners
- Brand creative lead and writer for the digital and in-store campaign for [Love Archually Campaign](#) starring Nikita Dragun resulting in 2.6 million views and 3.6 million impressions exceeding benchmark predictions

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EDUCATION

B.A. IN FILM & MEDIA STUDIES

University of California, Irvine
Irvine, California
2010

ACHIEVEMENT

AWARD/ACHIEVEMENT

Glossy Finalist for Best Social Media Campaign for *Better Brows Guaranteed!*

AVA Digital Awards Gold Winner for Best on Camera Talent and Best Videography for *Better Brows Guaranteed!*

LVMH Ideal Leadership Award
Rewarding leadership through crisis and becoming change makers through LVMH

INTERESTS

Currently taking classes at Upright Citizen's Brigade and Groundings for improv and comedy writing

I also am a [voice actor](#) ready and available for your next prank phone call

I love the ukulele, and yes. I can play "Somewhere Over the Rainbow"

I have a dog named Louise who was the star of a [viral video](#)

WORK EXPERIENCE (*continue*)

LEAD PRODUCER

Benefit Cosmetics | Beauty | February 2019 – November 2020

- Head of the in-house video production team including filming and editing content for Benefit's social channels, retailer websites, and digital campaigns
- Brand production head overseeing creative execution and brand translation for **Better Brows. Guaranteed!** A digital and in-store campaign starring Bretman Rock, producing 3 main advertising spots that resulted in 6.7 million views.

DIGITAL VIDEO CONTENT CREATOR

Benefit Cosmetics | Beauty | July 2017 – February 2019

- In-house content creator focusing on video production for social media paid advertising and retailer product pages.
- Maintaining the studio schedule, and equipment, as well as filming, editing, and concepts
- Ensure graphic quality, consistency, and adherence to brand identity in all visual assets produced across digital marketing

SENIOR CONTENT MANAGER

Love With Food | Tech | October 2015 - April 2017

- Overseeing the content team to manage the output of social media, marketing, and PR content pertaining to the *Love With Food* curated products
- Maintaining brand consistency and ensuring that all content aligns with the organization's brand voice, values, and messaging
- Manage and execute content requests across over 30 partner brands each month