

KATIE ROGIN

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A creative who became a strategist.
A digital pioneer who became an all-channel integrator.
Always a storyteller.

Passionate about creating meaningful connections
between people and brands
through creativity and technology.

Multi-Channel Marketer

Senior integrated marketing executive with more than fifteen years of creativity and innovation in strategic planning, creative development, production and activation across TV, digital, event, media, game and social platforms.

Communications Strategist

Experienced in building brands with broad awareness campaigns, targeted efforts and one-to-one relationships across paid/owned/earned/shared platforms using deep consumer insights and technology.

Researcher

Experienced in quant, qual, and UX research, as well as web analytics, social listening and cultural trendspotting to uncover actionable consumer insights.

Teammate

Turns data into narratives that bring people together. Skilled at managing and partnering across disciplines to inform, inspire, ignite and implement ideas. Thrives in a work culture of curious and creative thinkers.

Managing Director, Strategic Planning

Havas Worldwide Tonic – June 2012 – November 2015

- Lead the strategic planning department for the health & wellness practice of Havas NY.
- Develop consumer strategies for integrated communications for award-winning campaigns for blockbuster drugs, targeted therapies and disease education.
- Partner with other department leaders in account, project management and creative to optimize client delivery.
- Produce agency thought leadership content including op-eds, white papers, POVs, and quoted as industry expert.
- Highlights: Launch campaigns for 9 new brands; one-to-one relationship marketing and behavior modification programs; several large new business wins; and social marketing within pharma regulatory restrictions.

Clients include prescription and over-the-counter pharmaceutical brands from Merck, Bayer, GSK, Genzyme, Otsuka and Sanofi including Claritin, Coppertone and Dr. Scholl's, and in categories like diabetes, HIV, respiratory, multiple sclerosis and schizophrenia; weight loss brand Jenny Craig; and pro bono organization Tuesday's Children.

VP, Strategic Planning Director

DraftFCB – June 2011 - May 2012

Developed consumer strategies for integrated communications and behavior change support programs for blockbuster prescription drugs, targeted therapies and disease education for Novartis, Lilly, Pfizer and Merck.

Strategic Planning Director

JWT – March 2010 - June 2011

Developed consumer strategies for integrated communications for new product launches and re-positioning campaigns for over-the-counter products including Johnson & Johnson's Adult & Children's Zyrtec and Benadryl, Pfizer's Caltrate calcium supplements and Centrum multivitamins.

VP/Strategic Planning Director

Digitas Health – October 2008 - February 2010

Developed consumer strategies for integrated communications and behavior change support programs for award-winning campaigns for blockbuster prescription drugs, targeted therapies, disease education and treatment support for Pfizer, Boehringer Ingelheim, Sanofi and Roche/Genentech. TED MED 2009 Attendee.

VP, Strategic Planning Director & Director of Interactive Strategy**Saatchi & Saatchi Wellness - Glow Worm (Publicis) – January 2007 - June 2008**

Developed consumer strategies for integrated communications and behavior change support programs for new prescription product launches and re-positioning campaigns for Boehringer Ingelheim, Intendis/Bayer, King Pharmaceuticals, Merial, Sanofi and Takeda.

Digital Creative & Strategy Consultant**New York and Los Angeles – November 2001 - December 2006**

Clients included Maybelline, Studio Lilica, Frank Rogin Inc. and j2 Global (eFax, eVoice).

Group Creative Director**Zentropy Partners (McCann Erickson Worldgroup) – July 1998 - October 2001**

(Thunder House became Zentropy Partners in 1/00)

Managed 18-person group of digital creative directors, writers, designers, information architects and technologists. Clients included **Technology B2B** Agilent Technologies, DuPont, Lucent Technologies, PanAmSat; **Technology B2C** Motorola, Sirius Satellite Radio, Sprint; **CPG** Coca-Cola Company brands, Lysol, Marriott, Tiffany & Co, Unilever brands (I Can't Believe It's Not Butter, Popsicle), US Airways; **Financial** Dun & Bradstreet, Salomon Smith Barney.

Editorial Director and Managing Producer**Skyworks Technologies– May 1997 - July 1998**

Part of the development and delivery team for the pioneering adver-gaming site Candystand.com.

OTHER EXPERIENCE**TELEVISION & FILM PRODUCTION EXPERIENCE**

TV NEWS: Desk Assistant, Production Assistant, Researcher & Business Coordinator. ABC News Special Events, ABC News Political Unit, *World News This Morning* and *Good Morning America News*.

FILM: "In a Blue Mood", 24-minute short film. Wrote, directed and produced. Urbanworld, IFP and Austin Film Festival.

WRITING EXPERIENCE

TELEVISION: "One Life to Live", ABC, WGA Award, Outstanding Achievement in Daytime Serial.

GAMES: "SPQR: The Empire's Darkest Hour" historical mystery game. Web and PC.

SHORT FICTION: The Chattahoochee Review, Terrain and Streetlight.

ESSAYS, CRITICISM & JOURNALISM: LiteraryMothers.com, The Millions, Streetlight, The Brooklyn Rail and Sports Illustrated

EDUCATION

The New School, BA Liberal Arts

The New School, MA Liberal Studies (in progress)

References available upon request