

(949) 579-0033
dow.kat@gmail.com

KAT DOW

EXPERIENCE

PARAMOUNT PICTURES, LOS ANGELES — *Coordinator, Digital Distribution*

February 2016 - PRESENT

- Manage projects with digital marketing, sales administration and product fulfilment teams
- Create promotional pricing campaigns for clients such as Microsoft Xbox, Sony PlayStation, Apple
- Contribute to promotional marketing opportunities for digital retail clients
- Operational tracking, monitoring and reporting on department KPI's
- Account management for Paramountmovies.com, marketing placements, storefront pricing
- Competitive reporting on the film transactional business

A+E NETWORKS, NEW YORK, NY — *Coordinator, Scheduling - A&E Network*

November 2014- November 2015

- Managed the day to day distribution of A&E Network's linear programming schedule
- Worked in tandem with operation teams to ensure successful airings of all A&E programs
- Liaised with digital teams on scheduling of programs on various digital platforms

EDUCATION

NEW YORK UNIVERSITY, NEW YORK, NY

June 2012 - December 2014

- Bachelors of Fine Arts: Film and TV Production, Tisch School of the Arts
- Minor: Business of Entertainment, Media and Technology: Stern School of Business

SANTIAGO CANYON COLLEGE, ORANGE, CA

August 2010 - May 2012

- Concentration: Media Studies

SKILLS

- Knowledge of digital entertainment environment, online retail stores, product placement, pricing strategies
- Performance analytics for products in digital marketplace
- Analyzing, and reporting on KPIs
- Video production and editing on software such as Adobe Premiere Pro, Avid Media Composer
- Proficient in Microsoft Office Suite