

KATHARINE (“KAKI”) ETTINGER

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(917) 670-1243

education

- 2012-2014 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**
Candidate for Master in Business Administration degree, May 2014. First Year Honors Recipient. Director of Marketing, Cyberposium 2012 Conference (TechMedia Club). Director of Sponsorship, EMC 2012 Conference (Entertainment and Media Club). Member: Entrepreneurship, Design, Squash & Tennis Clubs.
- 2006-2010 **YALE UNIVERSITY** **NEW HAVEN, CT**
BA in Philosophy. Thesis: The New Philosophy of Computer Art. Varsity Squash. NCAA College Squash Association Scholar Athlete Award. Coach’s Award for presence vital to spirit of Women’s Varsity Squash.
- **Peer Tutor, Computer Science Department:** Mentored and taught students studying the mathematics and science of computer generated imagery, including imaging, modeling, rendering, animation, and special effects.
- 2009 - 2011 **CONTINUING EDUCATION** **NEW YORK, NY**
- Advanced Modeling and Rigging; Animatics and Storyboards for Animation; Intermediate Computer Animation with Maya, School of Visual Arts (2009 – 2010).
 - Photoshop II: Essentials; Photoshop I: Foundations; Color Systems, New York University (2011).

experience

- summer 2013 **ZYNGA** **SAN FRANCISCO, CA**
Intern Product Manager, FarmVille 2
Collaborated across multi-disciplinary team to help manage one of Zynga’s most successful franchise games.
- Wrote product specification, directed implementation and launch, and provided in-depth performance review on FarmVille 2’s new creative initiative leveraging Facebook’s Open Graph channel.
 - Performed analyses on past game features to determine actionable learnings and recommend future product enhancements.
 - Monitored key metrics impacting game performance to reveal underlying causes for growth and revenue trends.
- 2010-2012 **THE WHISTLE** **NEW YORK, NY**
Producer
Coordinated early development and production for The Whistle, a cross-platform sports network for children 9-14.
- New Product & Website Development*
- Managed launch of company’s beta web platform, including liaising with designers, developers and senior management to shape end product.
 - Managed team of six interns and editorial staff in providing ongoing content for beta audience; utilized web publishing tool and implemented edits in html.
 - Coordinated process of aggregating audience feedback, analyzed resulting data and provided strategic recommendations.
- Business Development*
- Negotiated initial deals and managed relationships with content and production partners.
 - Tracked production budgets and cash flow.
 - Co-developed pitches to key investors, distributors and advertisers.
- summer 2009 **CARTOON NETWORK** **NEW YORK, NY**
Intern, Content Acquisitions & Co-Productions
Performed analysis of viral videos, web series and other emerging web video formats.
- Provided recommendations for ongoing strategic approach to new media, including identifying past trends and highlighting future opportunities in nontraditional content categories.
- pc skills** Proficient in Adobe Photoshop, Autodesk Maya, Keynote, PowerPoint.
- community** Volunteer Assistant Curator, Museum of Computer Art (MOCA). (<http://moca.virtual.museum>). Squash Coach in Squash Haven mentoring program for New Haven middle schoolers.
- personal** Enjoy playing squash, running, travel, animated movies, digital art, and reading fantasy and science fiction.