

Katherine T. Hoovestol

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EDUCATION

University of Texas at Austin, 2021-2023

M.A. Media Studies, Radio-Television-Film

Center for Entertainment & Media Industries Research Fellow

GPA: 4.0/4.0

Degree Expected May 2023

University of Georgia, 2017-2021

A.B.J Entertainment & Media Studies with highest honors *summa cum laude*

B.A. in German with highest honors *summa cum laude*

Minor in Transnational European Studies; Certificates in Digital Humanities, Interdisciplinary Writing

Undergraduate GPA: 3.97/4.0

Honors/Awards: Blue Key Honor Society, Phi Beta Kappa, 2021 George M. Abney Award, 2021 Cecil B. Wilcox Award, Center for Undergraduate Research Graduation Distinction, Top 75 Student Employee of the Year of 2021, Arch Ready Professionalism Certificate

Involvement: Grady College of Journalism Ambassador (2020-2021), DiGamma Kappa Broadcast Society (2018-2021), German Student Organization (President: 2020-2021; Vice President: 2019-2020; Media & Outreach Chair 2018-2019), Honors Teaching Assistant (2018-2020)

PROFESSIONAL EXPERIENCE

Global Tracking Internship, National Research Group

May 2022-Aug 2022; Jan 2023-present

- Provided support and analysis for weekly quantitative tracking studies across 7+ markets, with a primary focus on original SVOD content
- Assisted in operational functions, including title list management, survey checking, and questionnaire edits, and provided data-driven insights for entertainment research projects

Walter J. Brown Media Archives & Peabody Awards Collection, UGA Special Collections Library

Aug 2019-Aug 2021

- Collaborated with BMA team to create digital record for supplementary documents from Peabody Awards submissions
- Assisted in special research and promotional projects, including adding metadata into Special Collections search engines, transcribing audiovisual materials, and writing copy for programs and exhibits

Cannes Film Festival, Cannes, France

May 2019

- Reported on the festival and wrote movie reviews while attending film screenings and other festival events
- Created and pitched own mock international film utilizing skills gained through industry seminars focusing on changes within international film, the buying and selling of media, and eventual feature rollouts and exhibition strategies

Grady Travel Writing, Munich, Germany

May 2018

- Produced long-form news piece and video on the television and film industry in Germany in the wake of streaming

RESEARCH

Bridging the Internship Gap Research Project

February 2022-present

Center for Entertainment & Media Industries Research Fellow

- Conduct student interviews and manage Qualtrics surveys to pilot qualitative data-logging for on-going media industry study
- Attend weekly research meetings, discussing grant applications, workflow of project, and formulation of larger study

Exporting Shame: Competing Ownership Models in Pirated Transnational Media Flows

Dec 2020-Jan 2023

Digital Humanities Summer Institute Conference & Colloquium Presentation (June 2021); IDEA Article (Jan 2023)

- Expanded on independent research into the industrial presence of Norway's *Skam* as a pseudo alt-global franchise; focused on preconceived ideas surrounding piracy/profitability and fans' perception of their own role in a digital age
- Created digital visual datasets based on previous research into the export and distribution of *Skam*

CAMPUS INVOLVEMENT

Velvet Light Trap, Editorial Collective Member

March 2022-present

- Read selected articles to put forward for peer-review for academic journal *Velvet Light Trap*

Flow, Column Editor

September 2021-present

- Contact and assist assigned *Flow* columnist through major online journal deadlines
- Proofread and format columnist's article for *Flow* WordPress site
- Published independent piece on Netflix's cross-platform ecosystem for 2022 graduate issue; piece on teen audiences in streaming forthcoming (2023)

Center for Entertainment & Media Industries, Affiliate

September 2021-present

- Attend weekly industry speaker series (Media Industry Conversations and Global Media Speaker Series)
- Represent CEMI with visiting speakers and event attendants

SKILLS & PROFICIENCIES

Basic programming (R, Python, SQL, HTML); Microsoft Suite; Google Suite; Adobe Suite; Tableau Desktop/Prep; Canva; Wordpress; Omeka; German (C1 DSDII); Norwegian (elementary proficiency)