

Catalina Walsh

CREATIVE DIRECTOR & SENIOR COPYWRITER (ENGLISH/SPANISH)

I love the thrill of new creative challenges, from learning about new products or topics, to finding the most compelling way to reach your audience and get the response you are looking for.

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EXPERIENCE

Feb 2021 – Present

Creative Director & Sr. Bilingual Copywriter, *Infusion by Castells*

Lead art directors and copywriters in the development of television, digital and radio campaigns for our top client, *Charter Communications, Inc.* to promote *Spectrum Internet, TV* and *Mobile* in the Hispanic and general markets. Our commercials, Special Report (GM) and Aviso Especial (HM) are Spectrum's top performing campaigns. I also helped win the Estrella Media account in 2021 with an out-of-the-box creative presentation.

Apr 2021 – Oct 2021

Sr. Spanish Copywriter, *BARÚ Advertising*

Helped encourage the Hispanic community in LA to get their COVID vaccines through TV, radio and social media PSAs featuring radio celebrity, Andrés Maldonado, AKA El Feo, for the *California Department of Public Health*

Jun 2016 – Jan 2021

Sr. Bilingual Copywriter, *NBC Universal, Telemundo*

Wrote successful TV and digital campaigns featuring in-house talent like Gaby Espino, Carmen Villalobos and Adamari López for top brands including *Neutrogena, Verizon, Walmart, Sprint, Aveeno, AT&T, Walgreens, Subway,* and *PayPal*. Also revamped their Talent Book with over 100 new bios.

Jun 2014 – Jan 2021

Sr. Bilingual Copywriter, *Herbalife Nutrition, Inc.*

Contributed to the successful launch of multiple products as well as digital platforms including their Distributor app, *HN MyClub*, their customer app, *Engage* (which I also named), their Distributor platform, *HNconnect*, and their revamped Distributor website, *MyHerbalife.com*. I also edited their quarter magazine, *Today*, and helped promote multiple events.

Mar 2013 – Mar 2017

Sr. Bilingual Copywriter, *SABEResPODER*

Helped establish top companies and organizations as trusted names among the Mexican and Central American communities in the U.S. by writing about relevant issues in a simple and entertaining way, for clients including *PG&E, H&R Block, Post Foods, MoneyGram,* and the *Los Angeles City Council*.

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May 2011 – May 2015

EXPERIENCE, CONTD.

Founder & Producer, Synergistic Productions, Inc.

Promoted primetime TV shows including *The Voice (NBC)*, *American Idol (Fox)*, *The X Factor (Fox)*, and many more, through celebrity-interview video packages that have reached 30 million views on YouTube.

Feb 2007 – July 2011

Executive Producer, The Chicago Tribune, TV

Produced popular video packages promoting primetime TV shows and celebrities from *The CW*, *Fox* and other networks throughout their 33 TV stations, including KTLA (LA), WPIX (NY) and WGN (Chicago), as well as their top newspapers. Started the first Tribune YouTube channel that served as a model for other Tribune outlets. To date *The CW Source* channel has over 90 million views.

Mar 2010 – June 2011

Sr. Spanish Copywriter, Threshold Interactive

Wrote original copy to launch the *Nestlé Pure Life* website in Spanish, as well as scripts for the brand's spokesperson, renowned Univision talk-show host, Cristina Saralegui.

Mar 2005 – Jan 2007

Scriptwriter & Producer, NBC Universal, Telemundo

Aug 2002 – Oct 2004

Scriptwriter & Producer, Inter-American Development Bank

Oct 2001 – May 2002

Post-Production Assistant, National Geographic Television

Aug 1998 – Aug 2001

Scriptwriter & Production Assistant, Televisa - Plaza Sésamo & Telenovelas

EDUCATION

Jan 2001 – May 2003

M.A. Film and Video – Screenwriting
American University, Washington, DC

Aug 1994 – Nov 1998

Bachelor's in Educational Technology
Universidad La Salle, Mexico City

CERTIFICATES

Social Media Business Blueprint

UCLA Extension, 2012

Telemundo Writing Fellowship

Telemundo, 2005

Sesame Street Writers Workshop

Sesame Workshop, Plaza Sésamo
1998

SKILLS

Advertising
Entertainment Industry
Social Campaigns
360 Marketing
Concept Development
Team Leadership
Production
Talent Direction
Post-Production
Social Media
User Experience (UX)
Creative Writing