

# KATY WELLHOUSEN

KATYWELLHOUSEN.COM // @KATYWELLHOUSEN

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## EXPERIENCE

### DEUTSCH LA VP, SOCIAL ACCOUNT DIRECTOR

March 2022 - Present *Client:* Taco Bell

Lead first-of-its-kind social team for Taco Bell's AOR, including the brand's first 360 social strategy; lead culture-shaping work such as the return of the Mexican Pizza, which drove the highest single-product sales growth and PR impressions (5B+) in the history of Taco Bell's brand campaigns; work with account team to include social-first ideas and executions in all integrated campaigns; co-lead 13-person account team

Notable projects: *Mexican Pizza: The Musical, Doja Cat x Taco Bell, Davante Adams x Taco Bell, Metaverse Wedding, Taco Bell's 60th Anniversary*

### 160OVER90 SENIOR ACCOUNT DIRECTOR, SOCIAL AND INFLUENCE

*An Endeavor Company Client:* Abercrombie & Fitch Co. (Hollister, Social Tourist, Gilly Hicks)  
Feb 2022 - March 2022

Account and strategy lead for creator-forward social campaigns resulting in 350MM+ impressions; executed talent contracts and client scopes; negotiated with artists and labels for music licensing rights; social and influence group technology platform lead

### March 2021 - Feb 2022 ACCOUNT DIRECTOR, SOCIAL AND INFLUENCE

*Client:* Abercrombie & Fitch Co. (Hollister, Social Tourist, Gilly Hicks)

Renewed and increased client scope by 80% YoY

### RQ SENIOR ACCOUNT DIRECTOR

March 2020 - March 2021 *Clients:* HBO, YouTube, Chipotle

Increased total agency revenue from owned accounts by 167% YoY; managed 10 direct reports; oversaw \$16MM in campaign budgets (experiential, social, influencer and PR)

Notable projects: HBO's *Perry Mason, We're Here, Big Little Lies, Mrs. Fletcher, Legendary*; YouTube's *Cobra Kai, Coachella, Billboard Women in Music, Fall Guys Season 2 Tournament*; Chipotle's *Chipotle Goods, Celebrity Card Program*

### July 2018 - March 2020 ACCOUNT DIRECTOR

*Client:* YouTube (Brand, Gaming, Originals, Music and TV)

### TROY UNIVERSITY ADJUNCT PROFESSOR

July 2016 - July 2018 *Course:* Advertising Media Planning

### FREELANCE MARKETING AND GROWTH CONSULTANT

Sept 2015 - July 2018 *Clients:* Sephora (*Play! By Sephora* launch), Airbnb (*Airbnb Experiences* launch), Harper Wilde, DogVacay (acquired by Rover), Winc, Saucey, RadPad, Head Country BBQ

Led marketing and growth strategies for startups and GTM product launches; decreased paid media CPA by 40% and saw 39% MoM growth for DTC client; decreased average user acquisition cost by 43% for tech client

### IDEA RANCH SUPERVISOR, SOCIAL MEDIA (ORGANIC AND PAID)

Sept 2013 - Jan 2016 *Clients:* Carhartt, Under Armour, Mossy Oak, Christie Cookie Co., Archer Hotels, Fidelity

### ACROBATANT SOCIAL MEDIA PRODUCER

Feb 2013 - Sept 2013 *Clients:* PennWell (13 industry trade shows), Sheridan Health Care

### May 2012 - Feb 2013 JR. COPYWRITER/PROOFREADER

*Clients:* Arby's, Health Management Associates (90-hospital network), Mazzio's, PennWell (13 industry trade shows), Saint Francis, Sheridan Health Care

## STUDY

### TROY UNIVERSITY MASTER OF SCIENCE, STRATEGIC COMMUNICATION

2011 - 2013 Summa Cum Laude graduate

### 2007 - 2011 BACHELOR OF SCIENCE, JOURNALISM

Cum Laude graduate