

KELLY SATER

SKILLS

Short and long-form franchise development. Excellent written and verbal communicator. Social engagement expertise. Video production. Comedy writing. Talent negotiations. Proficient in Microsoft office.

EXPERIENCE

Executive Producer | Up Early Tonight, Streaming on Hulu | 2020

Head of development, production and promotion of Scary Mommy's late-night talk show: Up Early Tonight on Hulu. Through my leadership, innovation and negotiation we elevated the Scary Mommy brand onto the streaming space.

Head of Branded Content | Scary Mommy | April 2020-Present

Oversee the brand studio for all of Scary Mommy Branded Products. Developed and sold franchise series for \$1MM+ social campaigns. Ideate and execute all offerings from video, Snap Discover story, TikTok challenges, and more with budgets ranging from \$0 - \$4MM. Work with A-list talents including Michelle Obama, Kristen Bell and Jon Cena,

Video Lead | Some Spider Studios | Feb 2018-April 2020

Point person for the studio on all branded video for Scary Mommy, coordinating with producers and editors to execute videos. Worked with celebrity talent, recording artists, and influencers on campaigns. Researched and tested new platforms for branded video content.

Writer / Producer | Freelance | 2012- 2018

Produced commercials, sketches and social content for local clients. Wrote jokes and copy for national radio, Fortune 500 companies, start-ups, TedX Speakers, CollegeHumor.com, The Laugh Button and The Huffington Post

OBJECTIVE

Bold-thinking writer/producer looking to utilize my expertise in social media, comedy, development, and production to create new series.



Kelly.M.Sater@gmail.com



908.902.3371



Kelly [Sater](#)



KellyMolloySater.com

EDUCATION

Bachelors | University of Maryland

B.A. in Theatre

