

K T WALSH

Cultural Analyst | Media Scholar | Creative Strategist

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SUMMARY

Cultural analyst, advertising educator, and media strategist exploring how media systems shape identity, behavior, and culture. With more than two decades of experience across Hollywood production, global advertising, and academic research, I bring a rare combination of industry execution and scholarly insight. My work translates complex cultural and audience dynamics into actionable strategies for brands, institutions, and creative organizations.

CORE EXPERTISE

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|--------------------------------|---------------------------|------------------------------------|
| • Cultural Analysis | • Brand Strategy | • Creative Leadership |
| • Audience Research | • Brand Voice Development | • Integrated Campaign Development |
| • Media Psychology | • Communication Strategy | • Content Production |
| • Identity & Consumer Behavior | • Audience Segmentation | • Cross-Functional Team Leadership |
| • Qualitative Research | • Digital Ecosystems | • Creative Operations |

STRATEGY, RESEARCH & INDUSTRY EXPERIENCE

Cultural Analyst & Creative Consultant | 2024 – Present

Skidmore Studio, Detroit, MI | Durham, NC

- Advise brands on media ecosystems, audience behavior, brand voice, and communication strategy through research-informed cultural analysis
- *Select Clients: 1PRCT Labs | Little Ghost | Love Pizza | Vapor Fresh | Brownie Brittle*

University Advertising Instructor | 2025 – Present

University of North Carolina at Chapel Hill

- Instructor of Record for undergraduate creative advertising and senior capstone campaigns courses integrating research, strategy, and creative execution

Roy H. Park Doctoral Fellow & Research Assistant 2024 – Present

Hussman School of Journalism and Media, University of North Carolina, Chapel Hill, NC

- Conduct qualitative media research across identity, race, political communication, and family media effects; contributing author on collaborative scholarship

Senior Integrated Media Producer | 2023 - 2024

VML, Ford Motor Company Account, Detroit MI

- Integrated dealer communication for AI dealer retail comm platform
- *2024 Texas Truck Month | Ford Fund's Dealer Community Engagement Rebrand*

Senior Creative Producer | 2021 – 2023

Leo Burnett, Cadillac Account, Detroit MI

- Served Cadillac exclusively on 360 campaigns of \$10m+ with celebrity talent & product embargos
- *Escalade IQ Launch | LYRIQ Orders | CELESTIQ Reveal | Escalade-V Reveal*

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STRATEGY, RESEARCH & INDUSTRY EXPERIENCE (cont.)

Senior Creative & Broadcast Producer | 2018 – 2021

Commonwealth // McCann, Chevrolet Account, Detroit MI

- Led projects \$4m+ as producer and contributing copywriter
- *Free the Work* diversity advocate for creative labor and on-camera representation
- *2020 Corvette Reveal* | *Real People, Not Actors Campaign*

Integrated Media Producer | 2016 – 2018

GTB, Ford Motor Company Account, Dearborn, MI

- Produced integrated brand campaigns with broadcast, digital and experiential components
- *2018 Ford Service Campaign* | *2018 Digital Walkarounds*

Creative Director | 2012 – 2016

HIP Studio, Fitness & Lifestyle, Los Angeles, CA

- Owned digital rebrand during 2012 studio expansion
- x3 weekly articles, monthly newsletters & daily social posts
- *Always-On Social* | *HIPtv* | *HIP90 Challenge*

Producer & Writer | 2009 – 2016

Television & Publications | Los Angeles, CA

- “Take Me Out” on FOX | ALMA Award Nominated
- “Mobbed” on FOX | hosted & produced by Howie Mandel
- “Off Their Rockers” on NBC | 3 seasons, x3 EMMY Nominated
- STAFF | *MyWedding.com*, *Top5.com*, *InternetBachelorette.com*, *BetterYou.com*
- GUEST | *xoJane.com*, *Swoop Magazine*, *The Beach Reporter*, *CurvyGirlGuide.com*

Founder & Creative Director | 2010 – 2015

WhyUGotDumped.com, Submission-based Humor Website | Los Angeles, CA

- Managed 30+ contributors and 300,000+ submissions with integrated Social Media workflow.
- Optioned for TV Pilot by Gotham Group in association with WME

Production & Postproduction Positions | Sept 2005 – Aug. 2010

Feature Film, Network & Cable TV | Los Angeles, CA

- Early-career production, development, casting, and post-production roles across television, film, and animation for FOX, CBS, AMC, Netflix, DreamWorks Animation, and others.

EDUCATION

PhD, Communication & Media | Expected 2027, Roy H. Park Doctoral Fellowship

Hussman School of Journalism and Media, University of North Carolina, Chapel Hill, NC

MA, Media Studies | 2022, Summa Cum Laude, Presidential Merit Scholarship

The New School & Parsons School Of Design, New York City, NY

BA, Film & Television | 2006, Magna Cum Laude

Emerson College, Boston, MA

References available upon request.