

KAYLA MORIARTY

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SUMMARY

- Cynopsis's Top Women in Media: Social Media Groundbreaker and It List winner, and AdExchanger Rising Leader Under 40 honoree. An Adweek, Webby, YouTube Works, and Promax award-winning marketing executive with over 10 years of brand marketing, digital marketing, and brand/communications experience, with a focus in comedy and entertainment.
- Influential and data-driven thought leader and public speaker previously featured at AdWeek Europe, Twitter, Boston University, Emerson College, ViacomCBS and more.
- Currently the first-ever VP of Marketing at the number 1 independent comedy podcast network, **Headgum**. Recently led the paid social and digital marketing strategy for 9 unique ViacomCBS networks (**Comedy Central, MTV, VH1, Paramount Network, TV Land, CMT, Logo, Pop, and Smithsonian**).
- Deep expertise in managing high-performance teams, supporting, coaching and developing team members at all levels, and developing a people-focused culture.

EXPERIENCE

HEADGUM, New York, NY + Los Angeles, CA, Jan 2022-Present

Vice President, Marketing

The number one independent comedy podcast network.

- As Headgum's first Marketing Executive, I oversee all brand and performance marketing, brand strategy, content marketing, PR/communications, and creative design efforts for Headgum and their SAAS ad-buying marketplace Gumball.
- Hire and establish Headgum's first-ever marketing department, overseeing a team of 5 with 3 direct reports. Provide team-building leadership to maximize performance while supporting career development and nurturing a collaborative and dynamic culture across all Headgum teams and coastal offices.
- Develop comprehensive digital strategies to maximize Headgum and Gumball brand awareness including:
 - Plan and execute extensive performance campaigns using multi-platform paid campaigns to generate leads for Gumball including search, programmatic, and social ad buys resulting in +30% growth in leads each quarter.
 - Spearhead Headgum's first ever San Diego Comic Con panel, Just For Laughs Live Show, South By Southwest panel, as well as panels at Podcast Movement and On Air Fest, and industry networking events.
 - Establish social media and digital content strategy for both Headgum and Gumball growing audience 20% in 10 months.
 - Lead the PR/comms and marketing strategy for Headgum's \$10M Series A announcement, the critically acclaimed Tom Hanks episode of Dead Eyes, as well as the launch of Keepin' It Rel with Young Wayne, Tig & Cheryl: True Story, and Too Scary Didn't Watch.
- Manage the development and implementation of Gumball's fundamental brand identity guidelines including the creative style guide, social tone of voice, and content marketing verticals.
- Represent Headgum and Gumball through speaking engagements at industry events including Just for Laughs, University of Rhode Island, as well as the Headgum Podcast.

PARAMOUNT GLOBAL (VIACOMCBS), New York, NY, 2014 – 2021

Vice President, Digital Marketing – MTV Entertainment Group, Oct 2019 – Sept 2021

- Promoted to VP of paid social and digital marketing for the MTV Entertainment group, a newly created role where I managed a team of 12 with 3 direct reports. Effectively built and led a high-performing team with a focus on creating a culture of excellence, inclusion, and peer support.
- Oversaw the development and execution of paid digital marketing strategies, promotions, and campaigns for a diverse portfolio of 9 entertainment and youth brands, including MTV, Comedy Central, Paramount Network, VH1, and Pop TV.
- Maintained the highest retention rate in the Marketing team in 2020 while transitioning to remote work, hired and managed 3 new employees and secured promotions for 3 team members.
- Collaborated with creative and research teams and over 15 strategic platform partners, including Google, Twitter, Facebook, YouTube and Instagram, to drive innovation, explore new channels, and grow audience footprint.
- Delivered integrated 360 campaign presentations to top-tier talent, including Awkwafina, David Spade, and Kevin Costner, effectively articulating vision, storytelling, and strategic data-driven insights.
- Leveraged data, audience insights, and platform trends to develop multi-channel strategic campaigns that delivered content to consumers to drive linear ratings, social fan growth, and positive ROI on DR campaigns.

Director, Digital Marketing – Comedy Central, Paramount Network, & TV Land, Aug 2018 – Oct 2019

- Promoted after a year in role to Director where I led digital marketing strategy and oversaw plan execution for 3 unique networks, Comedy Central, Paramount, and TV Land – managed and developed a team of 5 with 2 direct reports.
- Transitioned the newly acquired Paramount and TV Land teams to a fully in-house model of digital marketing, hired and managed new team members to take ownership of these additional brands.
- Devised strategy and advocated for team's work with executive leadership, secured 10% additional budget and created industry recognized award-winning 360 campaigns.
- Invited by Sharethrough as a speaker at the Native Ad Forum of Advertising Week Europe's 2019 global conference.
- Spearheaded the digital marketing campaigns for record-breaking shows across the portfolio including Yellowstone, Younger, The Daily Show, and South Park.

Senior Manager, Digital Marketing – Comedy Central, Apr 2017 – Aug 2018

Manager, Digital Marketing – Comedy Central, Mar 2016 – Apr 2017

Coordinator, Digital Marketing – Comedy Central, Apr 2014 – Mar 2016

- Promoted after one year to Sr Manager to an expanded role that directly reported into SVP of Marketing. Hired, trained and developed 2 new employees, growing digital marketing org to a team of 3.
- Trained myself and team on direct response campaigns in order to develop and execute against a marketing strategy for the first-ever *Clusterfest* comedy festival in San Francisco; successfully driving sales and achieving an ROI of 500%.
- Led the development and execution of a Snapchat lens for The Daily Show with Trevor Noah's Election Night Special. The lens was the highest performing Entertainment lens in Snapchat history at time of launch.

OUTBRAIN, Copywriter, New York, NY, 2012 – 2015

Leading native advertising company with a global reach of over 550M

AWARDS & RECOGNITION

AdExchanger: Rising Leader Under 40 Honoree (2022)

Cynopsis "It List" Winner (2021)

Cynopsis Top Women in Media: Social Media Groundbreaker (2021)

YouTube Works Award: Big Screen, Big Results (2021)

Adweek Media Plan of the Year

- Best in Show (2020)
- Total Campaign \$5-10M (2021, 2020)
- Total Campaign \$10+M (2020)

Shortys

- Best Snapchat Lens (Finalist: 2017)
- Media Buying Strategy (Finalist: 2016)

Digiday: Media Plan of the Year (2020)

Faxies:

- Digital Marketing Campaign (Gold: 2021, Bronze: 2020)
- Use of Moving Video/Image (Gold: 2021)

Webbys:

- Media Company of the Year, Comedy Central Digital (2021)
- Best Use of Data Driven Media (Nominee: 2016)

Think with Google: Campaign Spotlight (2021, 2017)

PromaxBDA (North America & Global)

- Marketing Team of The Year (Winner: 2021; Finalist 2020, 2018, 2017)
- Comedy Campaign of The Year (Gold: 2021, 2019, 2017, 2016)
- Online Advertising, Marketing (Gold: 2020, Silver: 2021)
- Micro Video Content (Gold: 2020, Bronze: 2020)
- Talent /Influencer Integration Using Social Media (Gold: 2016, Bronze: 2016)
- Use of Interactive Media (Gold: 2016)
- Use of Paid Social Media to Promote a Program or Series (Gold: 2021, Silver: 2021, 2020, 2019)
- Online Advertising: Banners/Skyscrapers/Contextual (Gold: 2021, Bronze: 2020)

Cynopsis:

- Outstanding Team of the Year: Headgum (2022)
- Best Marketing Campaign (2020)

Clios Entertainment:

- Television/Streaming: Social Video (Shortlist: 2021)
- Television/Streaming: Integrated Campaign (Silver: 2019)

Adweek Europe: Native Ad Forum featured panelist (2019)

Women in Cable Telecommunications: Rising Leader (2017)

EDUCATION

COLUMBIA UNIVERSITY – New York, NY

- Master of Science in Social Work, 2011

FAIRFIELD UNIVERSITY – Fairfield, CT,

- Bachelor of Arts in Psychology, 2009
 - summa cum laude; Phi Beta Kappa