

Katherin Herrera

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SUMMARY

Brand and content strategy leader with 10+ years building and scaling high-impact social media and integrated marketing campaigns for global companies including Warner Bros. Discovery and Meta. Two-time Webby Award winner who pairs creative direction with data-driven strategy to drive audience growth, campaign management, and brand partnerships across cross-functional teams. Scaled the HBO Max Sports account to 3.2M followers and drove a 78.3% lift in engagement across a 25M+ follower portfolio. Fluent in integrating generative AI into content and creative workflows, with a 2025 Webby for AI in Entertainment.

CORE SKILLS

Marketing & Strategy: Brand Strategy, Content Strategy, Social Media Marketing, Integrated Marketing, Brand Marketing, Content Marketing, Campaign Management, Audience Development, Go-to-Market Strategy, Editorial Strategy, CRM, Marketing Automation

Creative & Editorial: Creative Direction, Social-First Storytelling, Tone of Voice Development, IP & Talent-Led Content, Cultural Trend Mapping, Copywriting

Social & Performance: Organic Social, Community Management, Platform Optimization, Content Testing & Iteration, Performance Analysis, A/B Testing, SEO, Publishing & Programming, YouTube, TikTok, Instagram

Collaboration & Leadership: Cross-Functional Creative Leadership, Agency & Partner Management, Brand Partnerships, Stakeholder Alignment, Project Management

AI & Automation: ChatGPT, Claude, Lovart, Prompt Engineering, AI Content Strategy, AI-Assisted Creative Workflows, Content Generation, Research, Ideation

Platforms & Analytics: Sprinklr, Sprout Social, Hootsuite, Google Analytics (GA4), Looker Studio, Tableau, Salesforce, HubSpot

Tools & Design: Asana, Airtable, Monday.com, Figma, Canva, Showit, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)

Languages: Bilingual, English and Spanish

EXPERIENCE

Brand & Content Strategist, KH Creative (Founder)

2024 - Present

Brand, content, and web studio operating nationwide.

- Founded and run a brand and content studio, owning the full client lifecycle from acquisition and strategy through creative direction and delivery.
- Built a hospitality brand identity from scratch in 14 days and drove **8,722 organic views and 1,175 accounts reached in the first 8 days**, a **1,075% lift in reach with zero paid spend**, including click-throughs to live booking listings.
- Lead ongoing social strategy for a wellness client, generating **18,000+ organic views in 60 days** through a structured multi-phase Instagram and TikTok campaign.
- Direct brand identity, content strategy, social media marketing, and campaign management for clients across wellness, hospitality, and retail.

Global Brand Strategist, Warner Bros. Discovery

2021 - 2025

Social and content strategy across the Max streaming ecosystem.

- Led end-to-end content strategy and social media marketing, including copywriting, editing, publishing, and performance optimization, driving a **78.3% increase in engagement (121.7M)** and a **7.9% lift in impressions (15.2B total)** in 2025.
- Played a key role in launching the HBO Max social account, scaling the brand to **3.2M followers** and establishing a new pillar within the Max ecosystem.
- Owned digital content strategy and execution for award-winning global campaigns including House of the Dragon, The Last of Us, and The White Lotus across all major social platforms.
- Managed the HBO Max content calendar across YouTube, TikTok, and Instagram, overseeing strategy and publishing for **25M+ total followers**.
- Partnered with marketing, design, product, and editorial teams to deliver scalable content systems supporting global launches and ongoing brand initiatives.
- Leveraged platform analytics and A/B testing to refine creative strategy, improve audience retention, and increase engagement efficiency, including localization for international markets.

Lead Content Strategist, Meta

2019 - 2021

- Led content strategy and development for **5,500+ hours of digital programming**, reaching 2,000+ employees globally each day.
- Built scalable content systems and workflows that modernized internal communications and improved operational efficiency across teams.
- **Spearheaded 100+ high-impact video projects** supporting employee training, leadership messaging, and company-wide initiatives.
- Applied data-driven insights to optimize content performance and continuously improve reach, clarity, and engagement.

Marketing Coordinator, iFLY Indoor Skydiving

2015 - 2019

- **Increased brand visibility by 25%** through a creative off-site marketing campaign spanning multiple local markets.
- **Planned and executed 20+ experiential and promotional events**, strengthening customer engagement and regional brand presence.
- **Drove a 20% annual increase in social media traffic** by producing SEO-friendly content that converted digital audiences into in-store visits.
- Collaborated with the CMO on a full company rebrand, supporting updates to retail design, merchandise, and video content.

AWARDS

- Webby Award Winner, 2025: Best Overall Campaign, Best Social Trailer, and AI in Entertainment.
- Webby Award Winner, 2023: Overall Social Presence, Best Use of Video, and Best Social Video Series.

EDUCATION

University of Houston

2018

Dual Major in Marketing and Advertising, Minor in Consumer Science