

Alex Katnic

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PW: copykat



I'm a senior creative leader with 10 years of multidisciplinary experience...

Defining and implementing brand tone of voice to drive consistent, clear, and channel-specific communication

Building foundational brand architecture with impact to how a brand shows up visually and verbally

Establishing **qualitative and quantitative research** that translates into strategic decisions

Hiring and mentoring writers and strategists and **managing agency relationships**

Driving mechanisms for scale through tooling, GenAI experimentation, and self-service guidance

Pitching creative at the highest levels of leadership

Navigating ambiguity with measured confidence and expert articulation

Education

Bentley University, 2015
Presidential Scholarship recipient

Awards

Amazon's "Goes to 11" award
One of four peer-nominated awards given each year

One Show nominee (OOH - Craft Writing)

Amazon Music

Head of Copy Strategy Feb 2024- Present

Senior Copy Strategist June 2023 - Feb 2024

Copy Strategist Feb 2022 - June 2023

I hire for and manage the centralized team of Marketing and UX Copy Strategists responsible for the quality and consistency of messaging across all Amazon Music initiatives, both in-app ([Maestro](#)) and across Marketing ("[Becky](#)" [Prime Box](#), [Amazon Music Live](#)). I own creative workflows and processes, resourcing, tooling, and reporting for the team.

I work cross-functionally with Design/Motion Design, Research & Insights, Marketing, PR, Localization, Product, Programming, and Talent Partnership teams within Amazon Music, Prime Video, Audible, and XCM to deliver on senior leadership goals.

In order to build strategic integrity, I design foundational brand architecture that determines how we organize, name, speak about, and visualize our offerings at a pan-Amazon level. I establish frameworks needed to operationalize this thinking globally, hosting workshops and tailoring guidance for major markets like IN, JP, and LATAM.

e.l.f. Beauty

Copy Manager Oct 2021 - Feb 2022

I managed the team of writers responsible for the quality and consistency of tone of voice and messaging across e.l.f. and Well People product GTMs.

Reporting directly into the CMO, I partnered closely with Design, Product, PR, and Legal teams to name and launch 40+ products across new ([Whoa Glow](#)) and existing product lines ([Power Grip Primer](#), now the #1 primer in America), and brand partnerships ([Dunkin' Donuts](#)).

Walmart Fashion

Senior Copywriter Aug 2020 - Oct 2021

Copywriter Aug 2018 - Aug 2020

I was one of two writers hired to establish the new Walmart Fashion brand voice, creating and socializing global mechanisms for scale to support in a period of high vertical growth.

I wrote and managed the quality of copy across brand partnerships ([Sofia Jeans by Sofia Vergara](#)), acquisitions ([Scoop](#)), and in-house launches ([Kidbox](#), [Free Assembly](#)).

Other work experience

Copywriter & Content Strategist Jun 2015 - Aug 2018

As both a full-time staffer and contractor, I wrote copy and drove content strategy for several brands including Love Wellness and NYLON Magazine.