

TIMOTHY KURYAK

Los Angeles, CA

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WRITER

Forward Thinking Creative Leader

Known as a creative writer for developing content that is entertaining, authentic and compelling. Expertise in managing projects through the entire life cycle from inception to delivery, executing creative strategy, driving innovative ideas, and brand building through premium content. Imaginative hands-on copywriter with over 15 years' editorial and story-telling experience. International business expertise.

CORE COMPETENCIES

Creative Vision | Leadership | Strategy | Innovation | Editorial Judgment | Content Optimization

PROFESSIONAL EXPERIENCE

TK CREATIVE LLC, Los Angeles, CA

2019 - Present

Crafting impactful narratives to engage and inspire

COPYWRITER & CONTENT DEVELOPMENT

Develop, refine, and deliver innovative, brand-aligned content that meets company goals

- Work directly with executives, external partners, and key stakeholders to provide direction and feedback on creative content and storytelling.
- Build and maintain partnerships with internal and external partners and leverage research analysis to boost audience engagement and awareness.
- Current and past clients include CNBC, UPtv, Aspire, Whole Foods, A+E International, Amherst Holdings (Bungalo Homes/Main Street Renewal), Allied Global Marketing/Amazon, Vanity Fair.

PROJECTS

Vanity Fair: "After the Oscars" LiveStream Event, Writer

- Scripted Vanity Fair's Annual Academy Award after-party red-carpet livestream for VF.com and TikTok Channel, collaborating with talent (Michelle Buteau, Tan France, Amelia Dimoldenberg) to write copy consistent with their voice and the Vanity Fair brand.
- Engaged viewers with host commentary and exclusive interviews, capturing the event's highlights, achieving 3.74 million unique Twitter viewers and 47,000 concurrent viewers on Twitter.

Amazon: Pawsitive Impact LiveStream Event, Writer

- Created branded content script for 3-hour live event hosted by Lucy Hale and Brandon McMillan, celebrating National Dog Day.
- Developed engaging content set in a pet rescue facility, raising awareness and funds for animal charities.

Headspace APP: Morning Wake Up – Happy Rituals, Copywriter

- Crafted informative and entertaining copy for four episodes of guided meditation to influence customer well-being while promoting mindfulness and mental health.

Amazon Treasure Truck: Beauty Spotlight, Writer

- Wrote copy for host Kelly Rowland and various experts for a two-hour livestream event for Amazon Live!, featuring beauty products from Neutrogena, L'Oreal Paris, and Maybelline New York.

Amazon Treasure Truck: Skin Wellness Summit, Writer

- Wrote scripts for hosts Catt Sadler, Zuri Hall and other experts for a three-day virtual event sponsored by Johnson & Johnson on Amazon Live, working with marketing executives to deliver an interactive program promoting skin wellness, including interviews and pre-taped segments with celebrities and influencers.

UP Faith & Family APP, Copywriter

- Wrote comprehensive copy for UPtv's direct-to-consumer streaming service, providing user instructions and highlighting key titles and features to enhance viewer experience.

SCREENWRITER

- *Where Are You, Christmas?* (Hallmark, 2023)
- *Merry Textmas* (Lifetime, 2022)
- *Loving Christmas* (Lifetime, 2021)
- *Dashing Home for Christmas* (UPtv, 2021)

CNBC, New York, NY & Los Angeles, CA**2021 - 2023**

The leading global brand in business news for more than 547 million people/month across all platforms

Executive Producer

Serve as key executive in the development, production, post-production and delivery of original content

- Provided ongoing guidance and support of the creative process, offering insights and critiques at all stages of production, including script development, talent management, editing oversight and series branding, while ensuring delivery of final product on-time and on-budget.
- Collaborate with a wide range of people, from those specializing in creative fields to individuals with a strong business background, in a complex, fast-paced demanding environment.

RELATED CONTENT EXPERIENCE**UPtv/ Aspire/ UP Faith & Family**, Atlanta, GA & Los Angeles, CA**2015 – 2019****SVP, Production & Development**

Create and develop content vision and implementation strategy for unscripted content and original movies for linear, streaming, SVOD and FAST Channels

- Analyzed data sources to adjust programming into clear, actionable insights and stores, achieving record ratings growth in key demos (up +35% in W18-49, +25% in W25-54 and +26% in P25-54) and helping bring down the average age of the network by years.
- Collaborated with ad sales team, outside advertisers and agencies to build partnerships and execute initiatives for cultural inclusion, awareness and diversity.
- Instrumental in the brand strategy and content production for aspireTV Life, the first free ad-supported television (FAST) streaming channel sharing the experiences of the multicultural audience and celebrating positive, authentic content that portrays the reality of diverse audiences.

TLC, Los Angeles, CA**2011 – 2014****VP, Production & Development**

TLC is a global brand in more than 95 million homes in the US and 279 million households worldwide

- Managed a team responsible for identifying and developing over \$80 million/ 300 hours of trendy, innovative, and compelling content across multiple platforms per year, while overseeing the contractors of all unscripted content.
- Exceeded network business plan for ratings in all demos (HHs, P-25-54, W25-54 and W18-34), with 12 series having over 1million viewers, and 7 series rating above a 1.0 in HH's, while managing a staff of 9.

OWN: The Oprah Winfrey Network, Los Angeles, CA**2008 - 2010****VP, Programming**

A leading destination for premium content inspired by iconic leader, Oprah Winfrey

- Instrumental in the start-up and launch of the network through oversight of \$75+ million in content (300+ hours) developing and executing initiatives that require broad-based buy-in for success, focusing on the importance of cultural nuance and Oprah Winfrey's brand.

SKILLS**Script Writing | Branded Content Creation | Live Event Scripting | Digital & Social Media Copywriting
Talent Collaboration | Content Strategy | SEO Writing | Project Management****EDUCATION****BA, History, BA Political Science** | Brown University, Providence, RI**PROFESSIONAL AFFILIATIONS****Academy of Television Arts & Sciences | Producers' Guild of America**