

# JOEL KOTLOWITZ

senior writer • producer • editor

[jkotlowitz@gmail.com](mailto:jkotlowitz@gmail.com) | 973-580-7009 | [www.joelkotlowitz.com](http://www.joelkotlowitz.com)

## SUMMARY

New Jersey/New York-based Senior Writer, Producer, and Editor with 15+ years of experience creating premium A/V entertainment marketing campaigns for television, streaming, digital, social, and theatrical platforms. Experienced across trailers, teasers, TV spots, sizzles, social, BTS, branded video, and interview-driven content for major entertainment brands. Known for sharp creative concepts, compelling copy, polished editorial, collaborative & approachable leadership, and AI-assisted workflows that accelerate production without sacrificing quality.

## WORK EXPERIENCE

### Freelance • Sr. Writer, Producer, Editor

April 2022 – Present

- Develop, write, produce, edit and deliver entertainment marketing assets including teasers/trailers, TV spots, sizzles, social campaigns, branded segments and short-form promotional content for broadcast, streaming, theatrical, digital and social platforms.
- Operate a full-service creative production business, overseeing client relationships, business development, subcontractors, scheduling, budgets, payroll, accounting, IT and final delivery.
- Partner with major entertainment, news and agency clients including HBO, HBO Max, Paramount+, Paramount Movie Network, CNN, The History Channel, Lifetime, A+E Networks, Scripps News and various high profile creative agencies.
- Owns projects from concept through delivery, including creative development, scripting, editorial, client communication, feedback management, finishing coordination and final asset delivery.
- Build and apply AI-assisted creative workflows to accelerate ideation, research, scripting, production, visual exploration and post-production, while maintaining high editorial and brand standards and preserving the human element of creative.

### HBO/HBO Max • Sr. Writer, Producer, Editor

Sept 2018 – April 2022

- Wrote, produced, and edited high-profile award-winning promotional campaigns for broadcast, digital, social and theatrical use across titles including: Game of Thrones, Westworld, Barry, Euphoria, Perry Mason, High Maintenance, Lovecraft Country, The Nevers, and The Flight Attendant.
- Led A/V marketing campaigns & assets from concept through delivery, by collaborating with Creative Directors, programmers, marketing executives, showrunners, vendors, and internal/external creative team members.
- Concepted, pitched and produced original shoots and extra content by managing line producers, production crews and talent to capture conceptual, BTS and interview-driven materials within budget.
- Directed and conducted on-camera interviews with top-tier talent, showrunners, directors and executive producers, including Robert Downey Jr., John Lithgow, Kaley Cuoco and many others.

### The History Channel • Sr. Writer, Producer, Editor

May 2015 – Sept 2018

- Wrote, produced and edited trailers, sizzles, TV spots, BTS content, extra content and conceptual shoots for major network tentpoles, including the original series Vikings.
- Developed creative concepts and campaign materials designed to drive audience engagement across linear, digital, and social platforms.

- Managed creative teams and vendors, including writers, editors, motion designers, audio engineers, composers and voice over talent to execute approved campaign visions.
- Pitched creative approaches and guided projects through stakeholder feedback, ensuring assets aligned with network priorities, brand standards and campaign goals.

**Additional Experience:**

- Syfy / NBC Universal, Writer, Producer, Editor, Sept 2011 – May 2015
- USA Network, Production Assistant, June 2010 – Sept 2011
- truTV, Production Assistant, Sept 2009 – June 2010
- Beehive, Assistant Editor, Oct 2008 – August 2009

## KEY SKILLS

**Creative:**

Copywriting • Producing • Video Editing • Concept Development • Creative Pitching • Short Form Marketing • Content Creation • BTS Captures • Talent Interviews

**Leadership:**

Lead Producing • Stakeholder Communication • Client Relations • Production Crew Management • Vendor Management • Creative Team Management • Mentoring Jr. Staff

**Post Production:**

Adobe Premiere Pro • Avid Media Composer • Davinci Resolve • Adobe After Effects • Adobe Photoshop

**AI Workflows:**

ChatGPT • Claude • Claude Code • Claude Skills • RunwayML • Higgsfield AI • Suno • Elevenlabs

## EDUCATION

**Bachelor of Arts Communications**

**Sept 2004 – May 2008**

The Pennsylvania State University

- Major in Film/Video Production