

# Katharine Quinn

BROADWAY & LIFESTYLE

@itskatharinequinn



65K



13K



1K

**Broadway Creative and Creator,** Katharine Quinn, is a multi-hyphenate entrepreneur who is eager to demystify **Broadway, Financial Freedom,** and **how to make a life working in theatre.**

## AUDIENCE INTERESTS

BROADWAY | LIFESTYLE | FINANCIAL FREEDOM





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## SERVICES

RED CARPET HOSTING

INSTAGRAM + TIKTOK TAKEOVERS

60 SEC TIKTOK VIDEO

INSTAGRAM POST

INSTAGRAM STORY

TICKET GIVEAWAYS

THEATER VISIT YOUTUBE VIDEO

BTS OR CAST/CREW INTERVIEW

SPEAKER / PANELIST

## DEMOGRAPHICS

### AUDIENCE

- Female, 18-35, USA
- Theatre Industry Professionals, Aspiring Professionals, Patrons

MONTHLY IMPRESSIONS 248,000

TIKTOK ENGAGEMENT RATE 24%

## CONTACT



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Shucked on Broadway provided a unique partnership opportunity! I was brought on to serve as **Writing Associate to Tony Winner Robert Horn**, but I also **partnered with Shucked's Digital Marketing Team, Marathon Digital, to produce content across social platforms**. This included white label content for Shucked's Social Media (including many of their most viewed videos to date), offered **Behind-the-Scenes** interviews and glimpses of rehearsals, hosting the Opening Night Red Carpet, and **Vlogging** my journey. The degree to which my online community was invested in this brand new musical was thrilling. There was not a single night during previews where I wasn't approached by patrons saying they were there because of the content I'd been producing! It was wild and wonderful. Here's a (very) small sampling of comments I received early in previews:



- whyvoni**  
I had no plans to see it until you started posting. Just saying. 🍷  
2h Reply ❤️ 2
- gabiolax**  
I 100% got tickets after your videos!!! I'll be there on the 22nd and I'm super excited!  
2h Reply ❤️ 1
- xennialthemillennial**  
100% yes!! I saw it last nite exclusively bc of your content, and other friends have tix for next week bc of u.  
2h Reply ❤️ 1
- lisafilemyr**  
I'm a total Broadway person, but I live out of town. Your content is the single driving force that has me considering Shucked on my next NYC trip.

- coreygoodburn**  
I'm seeing shucked on Monday and it's because of you!  
1h Reply ❤️ 2
- frankthetankk\_**  
literally only know about it/ would go see it because of you  
2h Reply ❤️
- amy\_burgmaier**  
I absolutely loved seeing Shucked in UT and cannot wait to see it in NYC! Your behind the scenes content is most appreciated and valuable!! Thanks!  
2h Reply ❤️

Today's audiences crave **authentic, real-time interaction** with the creation of show, and I can't wait for the next opportunity to invite the online community into the incredible process.



# WHO I WORK WITH

Broadway Brands

Event Production

TV/Film/Media Promotion

Food & Beverage

Regional Theaters

Financial & Entrepreneurial

Live Events

Travel & Leisure

## REACH

338K

monthly  
impressions

24%

engagement  
rate

80K

active  
followers



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