



**KATE SIAHAAN-RIGG**

## **Background**

Creative Artistic Producer Kate Rigg draws on her wealth of experience as a published author, award winning playwright, creator of ground breaking television, live entertainment producer, and notorious stand-up comic-- to unleash edgy, intelligent and hilarious ideas into the world.

Kate is a multi-award-winning artist who holds 3 citizenships, speaks 4 languages, and is a former Senior Executive in the "Brand Voice" department at Omnicom's brand firm: Siegel and Gale, NYC. She specializes in creating unique interactive entertainment experiences with a fresh voice.

She has toured extensively to international festivals, colleges, conferences, theaters and events, speaking on culture and trends in popular media, multiculturalism and social mores, bringing her own brand of hip, urban comedy grounded in deep classical training to a wide fan base. With ties to the Stand-Up Comedy World, Women in the Media, the Asian American Community, Urban youth, Unscripted TV, Academia and College campuses (as a frequent guest lecturer and master artist) she continues to amass a vocabulary of ideas that reflect changing audience interests, and social thought waves.

## **Education**

University of Toronto Philosophy and Creative Writing. 2 Norma Epstein Awards

University of Melbourne BA. with Honors Subcultures and Creative Writing. Experimental Writing Award

The Juilliard School Drama Division. Interarts Award. Multi Arts Summer Award.

## **Production History**

### **TV and FILM**

#### **TOUR DATES CREATOR/EXECUTIVE PRODUCER 2017-2019**

Created and Executive produced two pilots (half hour and hour formats) for E!

#### **HAPPY LUCKY GOLDEN TOFU PANDA DRAGON GOOD TIME FUN FUN SHOW (2016)**

Independent Film and tour, winner best feature at Broad Humor Film Fest, Audience awards at Houston Cinema Arts Fest and Anchorage International Film Fest.

#### **CACHE CRAZE CREATOR/ EXECUTIVE PRODUCER 2011-2013**

For 9Story Entertainment and YTV created challenge based treasure hunt competition show inspired by Geocaching. Supervised all creative aspects of branding and production, script writing and creation of 50+ dynamic challenges, design of proprietary augmented reality application for mobile and interactive games. Season 2 reformatted to half hour self-contained competition, addition of strategy elements to gameplay and directed the creation of popular online video game(Also created the #1 Game on YTV portal for both seasons).

#### **DANCE YOUR ASS OFF CO-CREATOR/EXECUTIVE PRODUCER 2008-2010**

Co-created and produced fitness/dance competition Dance Your Ass Off for NBC Universal's Oxygen Network. Record breaking numbers, top rated show in network history, increased viewership in time slot by 249 percent, format sale to 30+ countries. 2 seasons on Oxygen TV and continuing internationally.

**GONZO GIRLZ CREATOR/EXECUTIVE PRODUCER 2005-2007**

Action comedy show in the style of Jackass with all female cast.. A short test pilot period was produced as 6 15-minute episodes and 22 short form mobile episodes. It was the number one show on RIPE TV pulling in 30 million views per month on each episode and 7 million view across Time Warner and Adelphia on-demand for the 6 mini eps. Also was number one show on the Sprint Versally network internationally.

**THE NAUGHTY SHOW CREATOR/EXECUTIVE PRODUCER (2004)**

Feature length Stand up show distributed on Eagle Rock Entertainment DVD and On-Demand with Time Warner

**THE DR. PHIL SHOW**

On-air correspondent and special panelist seasons 9, 10.

**Brand Strategy and Writing**

**ADCOLOR 2019**

Senior Writer, overseeing brand voice and messaging for new Partnership/Sponsorship initiative for marketing and media industry diversity Awards / conference (administered through Omnicom.)

**LUCID MARKETING 2009-2018**

Senior Writer, Brand strategy, Messaging, Naming and Copywriting for clients including:

**THE WHITNEY MUSEUM**

Development and naming of membership campaign “Curate Your Own”, copywriting for digital and print advertising, headlines. The “curate your own” concept increased sales by 15 percent in the first year for the museum, unheard of in that space!

**MC KINSEY FUEL**

Senior copywriter for new brand launch in the fast growth tech sector at Mckinsey. Website copy, case studies, headlines, storytelling, organization.

**MEND TOGETHER**

Senior copywriter for startup launch in the health care sector. Web and print materials. Naming (“After + Before Supplement Line”)

**MINDOPTIX**

Named and gave look and feel to a startup online AI dashboard.

**SIEGEL AND GALE, NY 2010-2012**

Senior Writer, Brand Voice. Rebranding strategy, brand voice analysis and recommendations, Naming projects and copywriting for clients including:

**HEWLETT PACKARD**

Development of brand voice guidelines and white papers for brand identity relaunch across the company.

**SONY REWARDS**

Renaming and tagging the rewards program badges for members. (Tag: “Live. Love. Reward.”)

**AMERICAN EXPRESS**

Copywriting for internal messaging.

**CUNDARI SFP**

Consulting Senior Writer. Re-brand strategy, brand voice, naming, and copywriting for clients including:

**JOY-TV, CANADA**

Creating tag line for new National Family Oriented television station. (Tag: "It's all Good")

#### **VISA**

Naming new cash rewards card: ("Momentum VISA") <https://www.scotiabank.com/ca/en/personal/credit-cards/visa/momentum-infinite-card.html>

#### **SCOTIABANK, CANADA**

Naming a new to the marketplace high-end fund wrap. ("Innova Portfolios").  
<https://www.scotiafunds.com/scotiafunds/en/fund-overviews/scotia-innova-portfolios.html>

#### **CITY OF RALEIGH, RALEIGH TRANSIT, RALEIGH, NC**

Naming and conceiving tags for new hop-on hop-off downtown shuttle service to bring more business into downtown Raleigh. ("The R Line"/ "You R Here".) The city eventually made the tagline into a web address for the service. See it at [www.youRhere.com/getting-around/r-line](http://www.youRhere.com/getting-around/r-line)

### **Selected Live Event Production**

#### **SOHO HOUSE, NEW YORK**

Naming, conceiving producing "Skinny Dip" exclusive summer fashion party series for luxury brand Soho House. Press materials, client packets for premiere design houses, sponsor packets. Clients included Absolut, Budweiser, Corona, and fashion houses included: DVF, La Perla, Intermixx, Matthew Williamson, Calypso, Ungaro. . Also produced weekly "Laugh Out Lounge" stand-up comedy events in-house.

#### **BIRTH OF A NASIAN**

Produced at: Comedy Central Theater L.A., The Smithsonian Institute, New World Theater (Massachusetts), Con Works Seattle, La Mama Etc. New York, Theater Offensive Boston, Summerfest at Mark Taper Forum L.A.

#### **STAND UP COMEDY SHOWS (as producer)**

C.U Next Tuesday (variety show Caroline's on Broadway) Lea DeLaria's Big Gay Comedy Show (Comixx), BIG TIT (Joe's Pub, Cutting Room, Gotham Comedy Club, Caroline's) Yellow Fever (Joe's Pub), Girl on Girl Comedy (P-Town) Boomer Humor (Caroline's) etc. Desilicious, Kate's Chink-O-Rama (tour various)

### **Speaking and Panels**

Kate has spoken on panels for: The Dr. Phil Show special on Race in America (and after that as a recurring correspondent) The National Conference for Women in Performance, The Time Warner Panel on Asians in the Media, Syracuse University Matrilineage Conference, Anchorage Youth Correctional Facility, The NYU Woman Warrior Conference, The Smithsonian Institute Asian Heritage Month, KCET Hero Awards, UCSB Multicultural Week, UNC Women's Week and many others.

#### **THE SMITHSONIAN INSTITUTE**

Keynote speaker and Artist in residence 2007 and 2008 for Asian Pacific Heritage month.

### **Selected Writing Awards**

NYFA Fellow, NEA grantee, Juilliard Interarts Award, Ontario Arts Council, Canada Council New Works Grantee, Melbourne Red Noses Comedy Award, Urban Arts Initiative, Asian Women's Giving Circle Award, 2 Norma Epstein Creative Writing Awards, University of Melbourne Experimental Writing Award.

THEATER WRITING AND PRODUCTION HISTORY AVAILABLE ON REQUEST