

Katherine Moffat

Creative Technologist — AI Systems, Editorial, Brand Strategy

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PROFILE

Builder and generalist with 9+ years across editorial, brand strategy, content, photography, and marketing. In 2026, shipped five AI-powered products in three months: a travel directory, a marketing automation agent, a custom CRM, a podcast knowledge engine, and a portfolio with a live creative toolkit. Background in law, intelligence analysis, and editorial leadership. Builds end-to-end — from strategy to code to production.

EXPERIENCE

Dry Trip

Apr 2026 — Present

Founder

- Built an AI-curated alcohol-free travel directory with 73 London venues, each individually audited and scored on a published rubric
- Designed and implemented the full stack: automated venue discovery pipeline, AI trip planner (Claude), editorial CMS, and analytics
- Next.js, Supabase, Claude API, Vercel AI SDK, Mapbox, Upstash Redis, PostHog

18th Grain

Apr 2026 — Present

Co-Founder

- Co-founded a luxury golf course design studio producing custom handcrafted tee markers, plaques, and signage
- Built a custom CRM that replaced the team's Notion setup and is used daily for client and order management
- Next.js, Neon Postgres, Drizzle ORM, Auth.js, shadcn/ui

Katherine Moffat Creative

Mar 2020 — Present

Photographer

- Named one of Vogue Greece's New Talents 2025 in the Reportage category
- Full-scale production, photography, and videography for global brands
- Published in Vogue Greece, Vogue Portugal, Glamour Hungary, Matador Network

Clients: Expedia, Four Seasons, Fairmont, Tourism Whistler, Accor, The Italy Insider, RIXO, Billabong

Freelance

May 2017 — Present

Writer, Editor, and Content Strategist

- Content strategy, SEO, and long-form editorial across luxury travel, health, tech, and wellness
- Managed editorial calendars, analysed performance metrics, and collaborated with cross-functional teams

Clients: Expedia, The Italy Insider, Nolk Digital Agency, Loctote, Scribly Media

Top10Podcasts.com

Jun 2022 — Jun 2023

Producer, Content Writer, and Project Manager

- Managed podcast production end-to-end from concept to launch, coordinating hosts, guests, and production teams
- Developed partnership-driven content strategies that expanded audience reach and improved sponsor retention
- Integrated GenAI into research workflows to accelerate production cycles

Medicinal Roots Magazine

Jan 2018 — Aug 2022

Associate Lead Editor

- Led editorial for a quarterly digital health publication over nearly 5 years
- Authored articles, reviewed submissions, assigned writers, managed editorial calendars, and maintained brand voice
- Translated complex research into accessible editorial content

Sotheby's International Realty Canada

Nov 2014 — Jun 2016

Marketing and Communications Manager

BAT

Sep 2010 — Sep 2011

Anti-Illicit Trade Intelligence Analyst

- Cross-border threat analysis and investigative research supporting enforcement across Europe and the Middle East
- Produced intelligence reports and briefings for the European Commission and Member States
- Championed social media as an investigative tool — an early precursor to modern OSINT methods

PROJECTS

CMO Agent

AI marketing automation agent that runs weekly SEO passes across 3 brands. Pulls search data, scrapes competitors, generates article briefs via Claude, delivers to Notion for human review.

Python, Claude API, Google Search Console, GA4, Notion API, GitHub Actions

DOAC Knowledge Engine

Semantic search and AI synthesis across podcast transcripts using a 7-step RAG pipeline (prototype, 30 episodes indexed). From transcript ingestion to vector search to real-time synthesis with timestamped YouTube deep links.

Python, Voyage AI, Pinecone, Claude API, Flask

Creative Toolkit

Three live AI tools on the portfolio site: copy rewrite, brief-to-copy, and image prompt generator. Built on Claude and the Vercel AI SDK with rate limiting and structured output.

Next.js, TypeScript, Claude API, Vercel AI SDK

STACK

BUILD

Next.js, React, TypeScript, Python, Flask

OPS

GitHub Actions, Vercel, Railway, PostHog, GA4

AI

Claude API, Vercel AI SDK, Voyage AI, Pinecone, Midjourney

CREATIVE

Photography, Lightroom, Figma, Editorial Direction

DATA

PostgreSQL, Supabase, Neon, Upstash Redis

STRATEGY

Content Strategy, SEO, Brand Voice, Marketing Automation

EDUCATION & RECOGNITION

The University of Sheffield

2006 — 2009

LLB (Honours), European, Comparative & International Law

London School of Journalism

2024

Freelance and Feature Writing

The Modern Photography Academy

2021 — 2022

Film Photography

- Vogue Greece New Talent 2025 — Reportage Category
- Prize Winner, Write Away Hotel Essay Contest — Tablet Hotels
- Sir William Perkins's Academic Scholarship
- Duke of Edinburgh's Award