

SR. COPYWRITER / INSTRUCTIONAL DESIGNER / SCREENWRITER

Me, briefly. A dedicated and experienced writer, skilled at breaking the mold and elevating projects from merely informative to highly engaging, embarks on a new challenge. Fortified from time in the industry trenches. Undaunted by impossible deadlines. From screenplays to marketing materials, the mission is always clear – infusing life, art, and vision into the written word. But that’s not all...

Now Featuring a Bigger Bag of Tricks

Marketing Materials
Interactive Web Courses
Training Videos
Live Event Workshops

Product Newsletters
Product Websites
Proposals
Television Scripts

Feature Film Scripts
Short Film Scripts
Client Relations
Project Management

Stepping Stones, Mile Markers and Slam Dunks

Senior Copywriter / Instructional Designer

Jan 2008 – Present

ES3, Los Angeles, CA

- Redefined Toyota web-based training with 4 online sales training “mini games” and associated website materials for the 2008 Tundra
- Penned Scion “Connection” newsletters – product and racing team highlights
- Created innovative process-oriented web-based training course for Kia Motors, introducing the Generation Y demographic to Sales and Service & Parts professionals
- Scripted dynamic facilitator-led “Ride and Drive” and Serviceability clinics for Kia Soul product launch tour
- Created and managed interactive “Internet Lead” workshops for Kia Motors, that toured 34 cities nationwide

Project Manager / Producer

Dec 2006 – Dec 2008

ES3, Los Angeles, CA

- Developed and oversaw production, editing and design of the interactive, video-based consumer features guide on Scion.com
- Produced and directed voiceover for 28 safety and performance Flash animations for Scion
- Managed and co-wrote the “Internet Lead Management” web course for Kia Internet sales consultants and dealership management
- Integral to the management, design and production of the Kia Motors iMarketing Dealer Services website
- Produced and managed a series of Kia Motors Sales Training web courses

Film / Television Production Experience

Copy Editor, Casting Director and Post-Production Supervisor Aug 2006 – Dec 2006

ES3, Los Angeles, CA

Production Assistant/Steadicam Assistant/Jib Assistant

June 2006 – Dec 2006

*Raymond Entertainment, Del Mar & Los Angeles, CA
Scarpaci/Kelly Productions, Los Angeles, Irvine & Malibu*

Credentials Production Assistant

Oct 2006

Taillights TV, Los Angeles, CA

Production Assistant/Show Logger

May 2006 – July 2006

Follow Productions, Savannah, GA

Teaching Assistant, Screenwriting

Fall 2005

Savannah College of Art & Design

Academic Affairs

- **MFA, Film and Television** – Savannah College of Art & Design, 2006
- **BA, English** – Portland State University, 1997

Further Adventures

- **Writer/Director** – “Earthly Things” (2006), Graduate thesis film, screened at DragonCon film festival in Atlanta, 2006
- **Producer/Co-Writer** – “Calling Forward” (2006), Graduate thesis film
- **Writer/Director** – “Acts 3” (2005), Graduate film, screened at WYSIWYG film festival in San Francisco, 2005

References Available Upon Request