**COPYWRITING THAT’S OFFBEAT AND ON-BRAND**

copywriter, princess cruises, JUNE 2017–Present

**Lead Writer, Ocean Compass** **Experience** • Writing user interface and content for this digital cruise concierge that provides Guests a seamless, personalized experience, allowing them to order food and beverage delivery, make dining, shore excursion and spa reservations, wayfind and chat on board.

**Direct Marketing** **& Branding** • Writing emails, onboard collateral and brand copy for various initiatives.

Copywriter, Disney Parks & Resorts Digital, 2014–2016

Telling the stories of Disney theme parks and vacation destinations online.

* Lead Personalization Writer. Co-developed and wrote the Disney World Vacation Planning Guide, an interactive tool that increased bookings by letting Guests customize their vacations online.
* Web writer for Walt Disney World, Disneyland and Disney Cruise Line; lead writer for Aulani Resort.
* One of 3 writers who developed the original Shanghai Disneyland website, including copy for hotels, park attractions, shows, restaurants and shops.

Freelance writer, 2005–Present

An award-winning creative resource for leading brands in consumer products, wellness and entertainment.

* **Consumer products marketing** for Mattel (including Hot Wheels & Barbie), Target, Verizon, Avery-Dennison, Levi's, CrazyShirts apparel, Bialetti Cookware, Pioneer Electronics and Intel.
* **TV, Film & Home Entertainment advertising for every major studio and network, including Disney, Fox, Sony, Warner Bros., Paramount, Lifetime, CBS, the CW, ABC, NBC, Disney Channel, Lifetime, FX and more.** Highlights include:
  + **Television:** On-air promos, print ads and sales presentations for shows like Flash, Supergirl, Riverdale, Crazy Ex Girlfriend, The Simpsons, Big Bang Theory, How I Met Your Mother, Blue Bloods, Community and Seinfeld.
  + **Movies:** One-sheets, trailers and promo copy for dozens of major movie releases.
  + **Home entertainment:** package copy ads and collateral for CHIPs (Warner Bros.)
* **Scriptwriting for the stars...and dolls –** a creative mind with a comic bent, I've written scripts for Jerry Seinfeld, Jane Lynch, Neil Patrick Harris, Tina Fey, Tim Allen, Betty White and Barbie.
* **Healthcare marketing** B2B and B2C communications including web, brochures and direct mail for Amai Wellness.
* **Cross-Platform Creative –** I develop strategies and messaging for all media, including:

Rachael Ray Show new station campaign • Pirates of the Caribbean "Dead Man's Chest" trailer • Chef Merito Seasonings spot for Dodger Stadium Dodgervision screen • "He Made/She Made" web series for Target and Disney • Bialetti "Auténtico" social video campaign featuring Fabio Viviani • Verizon Quinceañera website • CrazyShirts catalog • Social campaign for CW's Jane the Virgin • Direct Response messaging for Vivent Home Security and Sensa

* **Contributing writer to the *Los Angeles Times* Laugh Lines section**.
* **Et Cetera: I've written everything from TV scripts to the Grateful Dead-opoly board game.**

Managing editor, la2day.com, 2007-08

Overseeing a writing staff of 20 and establishing editorial tone for this startup lifestyle website.

PREVIOUSLY

* Senior copywriter, buena vista Television (Disney)
* copywriter, walt disney motion pictures marketing
* manager, advertising operations, cbs inc., new york
* VICE PRESIDENT, COMMUNICATIONS, SOUTH PASADENA EDUCATION FOUNDATION

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AWARDS

**Daytime Emmy-Nominated PSA** - Script writing for "The Time I Discovered I Had Dyslexia"

**Graphis Annual Gold Award -** Heal the Bay public service campaign

**Cable Mark Award -** Sí TV branding/launch campaign ("You lost me at Hola.")

**Promax Gold Awards -** Numerous projects for Buena Vista Television (Disney)

EDUCATION

Bachelors of Arts in Physics from Washington University in St. Louis

Advertising in the Digital Age, Social Media Marketing, UCLA