

Jennifer Blue jblue@blue-soup.com 206.795.5453

Blue Soup concepts, writes, and directs inventive media that inspires action and elicits emotion.

Bluesoup Creative ~ freelance content creator

Corporate, Commercial, Creative Media

Creative: Concepts, storytelling, brand voice, marketing campaigns, interactive media

Writing: Scripts, copy, story structure, information architecture, curriculum development

Directing: Videos, websites, interactive education, and media for online and live events

Consulting: Experienced media consultant for B2B, B2C, education and social marketing

Clients:

AOL	Cutter & Buck	Labor Ready	Samsung
ACT Theater	Drugstore.com	Land O'Lakes	Schuchart
Adidas	eCharge	Martin Selig	Seattle Children's
American Diamond	Ernst & Young	Mediaroom	Seattle Cancer Care
AT&T	Expedia	Memory Lane	ShareBuilder
ATL Ultrasound	4GGL	Microsoft	Sierra Games
Avaya	Gateway	Moyer Foundation	Sony
Aveda	GoodData	MSN / MSDN	SonyEricsson
Bank of America	Helio	Museum of Flight	Splash
Beauty.com	Hewlett-Packard	National	Sprint
BECU	Home Grocer	Geographic	Stairmaster
Bellevue College	Home Depot	NBC /NFL	Symantec
Bertschi	HTC	Nintendo	Tableau
Bissell	Humongous	Oldcastle	Tommy Bahama
BF Goodrich	IBM	Orange	T-Mobile
Blue Nile Jewelry	Integra	PayPal	Wall Data
Boeing	Intel	Philips	Weyerhaeuser
City University	Inquisitive Minds	Polaris	Verizon Wireless
Cobalt Group	Intuit	Qualcomm	Visio
Computer Associates	Jobster	Regence	Visit Seattle
Converse	Key Bank	Safeway	ZTE

Education:

Creative Writing: BA, English: Short stories, poetry, stage, screen — **University of Washington**

Humanities: Philosophy, history, literature, arts, religion, science — **Seattle University**

Media Production: Certificates in Film & Video Production + Multimedia Production — **UW**

Web Development: HTML, Dreamweaver, Fireworks, Flash — **Bellevue Community College**

Advertising: Copywriting, art direction, graphic design — **School of Visual Concepts**

Work History: Jennifer Blue jblue@blue-soup.com 206.795.5453

Bluesoup Creative— scriptwriter, copywriter, ghostwriter, director — 1995 to present

- Worked with a wide variety of clients, agencies and creative teams in multiple media
- Broad experience in creating content for interactive websites, video and live events
- Strong history of leading teams to produce on-time and on-budget media deliverables
- As creative director, supervised and mentored teams of writers, designers, developers
- Easily jump into professional scenarios to assess and contribute to team objectives
- *ZAAZ, MS Studios, If/Then, Garrigan Lyman, PBJs, Run Studios, Mighty Media, Beyond Home...*

Merwin Creative — writer — 2002 to 2003

- Copy and scriptwriting for websites, newsletters, intranets and direct e-mail campaigns
- Developed creative concepts, proposals and storyboards for marketing presentations
- Contributed on various creative teams to spec projects, schedules and deliverables

Modern Digital Interactive — director, producer, writer — 2000 to 2001

- Scripted product demos, training applications, websites and marketing presentations
- Directed creative development of online and interactive video and multimedia projects
- Supervised all freelance personnel and on-staff team of developers and designers
- Created all proposals, creative treatments, line-item budgets and production schedules
- Implemented extensive departmental project management procedures and protocols
- Extensive client contact to determine goals, messages, audience and media choices

Drugstore.com — director, producer, writer — 1999 to 2000

- Wrote copy, headlines, captions and teaser collateral for all brand store content
- Pitched and developed creative approach for websites and featured stories
- Managed production of 40+ mini-stores within drugstore.com for major brands
- Supervised team of graphic designers and programmers for each brand store
- Worked with merchandise department and brand reps to ensure brand consistency

Microsoft Interactive — director, producer, writer — 1995 to 1997

- Wrote treatments, scripts and copy for web, video and multimedia titles
- Advised and proposed creative use of video in interactive training projects
- Supervised animators and graphic designers, and directed voice-over talent
- Directed post production of 100+ videos for inclusion in various CD-ROM titles
- Researched various target audiences and usability results to tailor interactive content
- Designed and supervised development of budget program adopted by MSN
- Recruited by Microsoft Press, Microsoft Interactive Television, MS Studios and Transpoint.com

Tri-Film, Interactive Threshold — senior producer, head writer — 1993 –1995

- Developed themes and concepts for live events, taglines, media support and set design
- Scripted case studies, product demos, training programs and image campaigns
- Wrote copy, headlines and navigation text for CD-ROMs, websites and promotional media
- Created all proposals, creative treatments, line-item budgets and production schedules
- Implemented extensive project management procedures and protocols for all teams
- Managed diverse project teams, budgets and timelines for local and remote productions