

corporate, commercial, creative storytelling



Inventive content to **EDUCATE**, **ENTERTAIN** and **INSPIRE** action.

Writing: creative concepts and copy for websites, launches, and marketing media campaigns

Content: video scripts, brand voice development, website copy, blogs, and interactive curriculum

Media: videos, websites, apps, kiosks, interactive media, email, social, and online or live events

Leadership: experienced mentor to junior writers and creative lead for marketing/media teams

TIMELINE OF MY FULL-TIME FREELANCE CREATIVE CAREER IN MEDIA:

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

- Work with a wide variety of clients, creative teams and agencies across multiple media
- Easily jump into scenarios to assess your creative needs and contribute to team objectives
- Ongoing broad experience telling stories/creating content for websites, video and live events
- Strong history of leading teams to produce on-time and on-budget media deliverables
- Supervised and mentored creative teams of writers, designers, developers + post-production

Merwin Creative — *creative campaigns, copywriter, video scriptwriter* — 2002 to 2003

- Wrote copy and scripts for websites, newsletters, intranets and direct e-mail campaigns
- Developed creative concepts, proposals and storyboards for marketing presentations
- Contributed on multiple creative teams to spec projects, schedules and deliverables

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

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

Drugstore.com — *creative director, online store producer, copywriter* — 1999 to 2000

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

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

- Recruited by Microsoft Press, MS Interactive TV, MS Studios, and Transpoint.com
- 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
- Wrote treatments, scripts and copy for web, video and multimedia titles
- Designed and supervised development of budget program adopted by MSN

Tri-Film Productions

+Interactive Threshold — *senior producer, head scriptwriter* — 1993 to 1995

- Scripted case studies, product demos, training programs and image campaigns
- Developed themes and concepts for live events, taglines, media support and set design
- Wrote copy, headlines and 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

EDUCATION:

Creative Writing: BA in 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 Extension

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

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

Ongoing: Social, B2B, curriculum development, interactive — Always on edge of new technology

~ For references, plus a look at my client work, please visit my LinkedIn profile ~

<https://www.linkedin.com/in/jenniferblue/>