

EMPLOYMENT

Ravensburger – Disney Lorcana Trading Card Game, Glendale, CA (Remote)

Writer - Narrative and Marketing Teams

November 2023 – present

- Work in a writers' room to flesh out both the game's overarching story structure and narratives for individual card sets
- Write short stories and descriptive prose that expand the lore and worldbuilding of Lorcana
- Generate card flavor text, often in the voice of different Disney characters
- Create narrative content in a variety of mediums that brings game storylines to the consumers in a clear and concise way

Disney's Yellow Shoes Creative Group, Glendale, CA

Copywriter

June 2019 – November 2023

Associate Copywriter

April 2018 – June 2019

Copywriter Intern

June 2017 – April 2018

- Developed campaigns and pitched big ideas for Disney Parks, Experiences and Products
- Wrote outlines, treatments and scripts for video pieces and other media projects
- Brainstormed activations to promote Theme Park land and attraction openings
- Collaborated with partners across multiple lines of business including Walt Disney Imagineering, Walt Disney Animation, Pixar, Lucasfilm and Marvel
- Partnered with artists, designers, producers, directors, project managers, strategists and legal to usher work from concept initiation to completion
- Produced nomenclature standards, brand voice documents and style guides
- Created, researched and conducted a semimonthly presentation and speaker series on the history, artistic legacy and storytelling heritage of The Walt Disney Company

Disney Store, Orem, UT

Part-time Cast Member

October 2013 – May 2017

- Hosted Guests of every age while crafting and improvising individual Disney-inspired greetings, dialogues and other interactive moments
- Led most in-store events such as story time, crafts and other games
- Observed what Guests from all different backgrounds enjoy about the Disney brand

Flint and Steel, New York City, NY

Copywriting Intern

May – June 2016

- Worked on creative advertising projects for Crayola, Topps Candy and Feld Entertainment
- Enhanced skills to work effectively under tight deadlines, while communicating efficiently and ensuring creative integrity of the work

EDUCATION

Brigham Young University, Provo, UT

January 2013 – April 2017

Bachelor of Arts in Advertising – emphasis in copywriting (Creative Track), Minor in Theatre Arts

AWARDS

May 2015 Disney Store Ambassador

April 2015 Best Male Presenter - American Advertising Federation District 12 Competition

SKILLS AND TALENTS

- Skilled in Adobe Creative Suite, Final Cut and Keynote
- Proficient in art direction and design
- Interests in performing arts including singing, acting, storytelling and comedy