

Who I Am

Since 2006, I've plied my trade across all kinds of branded media and communication—print, digital, social, broadcast, retail, interactive... even theme parks! I'm always on the lookout for opportunities where my expertise can make a positive impact.

What I'm Doing at Walmart

Walmart Connect > Copywriting Director > May 2023 to the Present

Currently leading the charge on concept development, campaign storytelling, thematic media, e-commerce evolution, and omni-channel communication for the world's largest retail company—with dedicated focus toward partnerships, content and video production, creative innovation in digital and physical environments, and other transformational opportunities. Recent successes include media campaigns with LEGO, Doritos, Pepsi, Hallmark, Purina, Cool Whip, REESE'S, Walmart+ and Expedia.

What I Did at Disney

Disney Parks > Creative Lead - Writing, Story Editing & Video Production > July 2019 to April 2023

Drove storytelling efforts for dynamic video content across multiple apps, digital platforms, and theme parks. Ever-evolving, the role consistently involved conceptualizing, pitching, and producing videos; directing high-priority shoots and innovative campaigns; writing scripts, interviews, and feature stories; and countless other day-to-day tasks. All the while, I dedicated my efforts to forming long-term partnerships with brands like Walt Disney Imagineering, Lucasfilm, Pixar, Marvel, Disney+ and ESPN.

Disney Parks > Senior Creative Copywriter > March 2013 to June 2019

Built out digital platforms, top to bottom, domestic and international. Crafted branded nomenclature for in-park products and experiences. Authored new tales and innovative Disney entertainment. Here are a few highlights:

- **Play Disney Parks:** Partnered with Imagineering to develop interactive adventures, games, and original Disney stories. Managed a team of trivia writers to compile thousands of questions, fun facts, and easter eggs. Assembled a robust system of achievements for an app that “turns wait time into play time” and brings the parks to life in immersive ways.
- **Shanghai Disney Resort:** Built and launched Shanghai's digital presence a year prior to opening. Relocated to China and worked on an active construction site to research details. Trained and managed a team of writers. Crafted names for all themed drinks, ice cream flavors, and frozen treats at Shanghai Disneyland (e.g., "Bibbidi Bobbidi Brew").
- **Destination Apps & Websites:** Lead writer for multiple Disney Parks apps and websites. Breadth of work included attraction detail pages, seasonal guides, mobile ordering, ticketing, digital key, navigation, guest services, profile, etc.
- **Award-Winning Videos:** Scripted animated flyover videos for Disney Resorts around the world—including a Silver Addy Award winner for Walt Disney World Resort, and a Bronze Addy Award winner for Hong Kong Disneyland.
- **The Disney Voice:** Wrote thematic, in-voice messaging for iconic IP—like Star Wars, Frozen, Indiana Jones, Avatar, Toy Story, Guardians of the Galaxy, Pirates of the Caribbean, Haunted Mansion, Space Mountain, and many more!

What I've Done Elsewhere

Pro Wrestling Sheet, Podcast Producer/Co-Host, 2015 - 2020 | **Jackson Family Wines**, Copywriter, 2015 - 2018 | **Zambezi**, Copywriter, 2013 - 2014 | **TMZ**, Writer/Producer, 2012 - 2013 | **CBS Radio**, Staff Writer, 2011 - 2013 | **CitizenGlobal**, Creative Director, 2009 - 2012 | **Hollywood Covered Magazine**, Editor in Chief, 2007 - 2008 | **Entertainment Today**, Editor in Chief, 2007 - 2008 | **Saturday Night Magazine**, Editor in Chief, 2006 - 2007 | **Longboard Magazine**, Assistant Editor, 2006

Education & Backstory

- **Bachelor of Arts: Creative Writing** - Graduated from California State University, Long Beach in 2006
- **Comedy: Sketch Writing & Improv** - Trained at the Upright Citizens Brigade Theatre in Los Angeles
- **A Few Fun Facts** - Born in Solvang, the Danish town from the film *Sideways*. Raised on the Central Coast. Surfer. Yogi. Hiker. Recently married. Final person to “Come on down!” on Bob Barker's last episode of *The Price Is Right*.

* For additional info about my career experiences, tech skills, or other qualifications, please feel free to inquire for more details!