



MARK OLSEN

Redondo Beach, Calif

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WRITER » CREATIVE DIRECTOR » DIGITAL MEDIA PRODUCER

SUMMARY

Creative professional with an original approach. Copywriter and rich digital media producer with 20 years of experience in a variety of industries. Distiller of complex ideas into concise, compelling narratives. Director of production and post-production resources, assets and workflow. Author of branded content that is clear, persuasive and entertaining. Creative director with a track record of delivering strategic, inventive and engaging creative projects under pressure.

EXPERIENCE

INK SLINGER / IDEA BREEDER / CLEVER CONTRIVER

Brain for Hire

Greater Los Angeles

freelancer, Dec 2015 – present

- » Nuveen/TIAA – Branding and executive office communications
- » John P. Hanson Cancer Research Foundation, Inc., Northwestern University – Advising the enterprise; writing a business plan; coauthoring a book and developing a multimedia talk for public outreach and fundraising about bridging the gap between cancer research and treatment, and bringing advanced immunotherapy trials to more patients faster
- » GP Sandy – Served as director of content for a live automotive event in Las Vegas, the dealer launch of Genesis, a new luxury car brand from Hyundai; directed production on a full day of content for 800 attendees, eight hours of speeches and breakout sessions for eight presenters, including speaker support and multimedia, from concept to delivery in 31 days
- » Capital Group – Provided copy support for an active management initiative
- » Venbrook – Launched a new brand identity; wrote and edited content for collateral and digital promotions
- » Other clients – Allie's Helping Hands, Big Logo Advertising, Bolender Law, Court Investment Services, Green Street Advisors, M3 Biopharma, Memberplanet, Portofino Hotel and Marina, Premio, Inc., Rusticoat Studios, SegCreate Studios

WRITER / CREATIVE DIRECTOR / CONTENT PRODUCER

Pimco

Newport Beach

f/t consultant, Feb 2001 – Dec 2015

- » Ringleader responsible for developing format, look and tone of original rich digital media content; launched, spearheaded and nurtured firm's video practice from inception; conceived and articulated firm's multimedia brand standards manual that guided the consistent production of motion picture content across 13 global offices; managed \$1.2m annual budget; saved firm up to 45 percent, or \$1m annually by developing and leading a network of independent creative resources; firm's AUM grew 400 percent, from \$500b to nearly \$2t
- » Compiled a DAM hosting more than 1,200 custom and unique digital assets; wrote, produced and directed spots in studio and on location, including multi-camera shoots, live event support, digital signage, content marketing, data visualization, info graphics, interviews, online promos, webcasts and corporate videos; built most assets from scratch with little use of stock material
- » Led a team of eight to write, direct and produce more than 60 original videos, motion graphics and other rich media for a live event in six weeks for less than \$100k
- » Directed and produced 12 five-minute spots, traveling to six cities on three continents, featuring interviews with original b-roll, motion graphics and musical score, for \$80k
- » Developed and maintained collaborative relationships between out-of-house production/post-production vendors and in-house brand, advertising, events, marketing, social and digital media groups; partnered with global teams across time zones, cultures and languages, helping to conceive and materialize a diverse range of ideas and meet messaging objectives
- » Creative directed and line produced all facets of rich digital production and post-production work flow, including ideation, scripting, storyboarding, art direction, lighting, camera, audio, editing, chroma key, motion graphics, color grading, scoring and content management; directed professional and non-professional talent including C-suite executives

COPYWRITER / PROJECT MANAGER**Transamerica**

Los Angeles

f/t consultant, Sept 1998 – Aug 2000

- » Developed strategy, design and executed mar com initiatives for bank marketing channel
- » Authored documentation, white papers, newsletters and web content

EDITOR IN CHIEF**University of Southern California, Office of International Services**

Los Angeles

Graduate assistant, Sept 1996 – May 1999

- » Administered writers as editor in chief of USC international student publication, published six times per year; determined content and assignments, enforced deadlines, wrote/edited articles, completed layouts
- » Produced website; designed and converted issues into html; managed and edited e-newsletter
- » Twice received Outstanding Leadership Award from USC Office of International Services (1999, '97)

ADVERTISING COPYWRITER**Bozell Worldwide**

Omaha

Oct 1993 – Dec 1995

- » Collaborated within creative team to write positioning and corporate identity materials for clients specializing in IT management services, health care, banking and tools; composed copy for brochures, ads, direct mail, outdoor, radio and TV commercials, annual meetings, conventions and product rollouts
- » Served national and regional accounts such as Mutual of Omaha, First National Bank of Omaha/Kansas, Inacom, Vise-Grip, Nebraska Lottery, Mid-American Energy, Jolly Time Popcorn, Boyt Luggage, Children's Hospital, Gates Rubber, Moog Automotive, NCAA College World Series

WRITER / PUBLIC RELATIONS SPECIALIST**Kahler Friendt and Partners Integrated Marketing Comms**

Omaha

April 1991 – Sept 1992

- » Coordinated internal and external corporate newsletters for an IT company; interviewed personnel, edited copy, checked facts; wrote, designed and laid out newsletters, collateral, press releases and corporate communications using desktop publishing system
- » Served national and regional accounts such as Inacom, ValCom, Inacom, Chick-fil-A, Borsheim's Fine Jewelry and Gifts, Omaha Country Club, Bank of Bellevue

EDUCATION**UNIVERSITY OF SOUTHERN CALIFORNIA****School of Cinematic Arts**

MFA, Cinema-television production (screenwriting emphasis)

1999

- » Finished under budget and ahead of schedule producing two graduate thesis films
- » Produced *thursday afternoon*, winner of Gold Award/Student Film, Worldfest-Houston
- » Received USC Graduate & Professional Student Award, highest non-academic award for grad students

UNIVERSITY OF LEEDS, U.K.**School of English Workshop Theatre**

MA, Theatre studies (playwriting emphasis)

1993

- » Thesis paper: *American Religious Drama: Fundamentalism and Televangelism in an Age of Mass Appeal*
- » Thesis play published by *Alumnus*, Leeds Playtexts in Performance – the only student-produced play in my graduating class selected for publication by the Workshop Theatre

DANA COLLEGE, Omaha

BAs, Psychology / Multimedia communication

1990

- » Magna cum laude; Alpha Chi national honor society
- » Double major; double minor (English / theatre)
- » Active in journalism as editor-in-chief of the student newspaper, and theatre as actor, director and crew member for numerous main stage and black box productions
- » University of London semester abroad (1989): intensive global studies coursework (AIS adjunct)

SERVICE » ORGANIZATIONS

Treasurer, Hermosa Victorian Homeowners Association; Board, Scandinavian Film Festival of Los Angeles / American-Scandinavian Foundation of Los Angeles; Member, National Eagle Scout Association; Member, USC School of Cinematic Arts Alumni Association

