



**MARK OLSEN**  
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**WRITER » CREATIVE DIRECTOR » RICH DIGITAL PRODUCER**

### SUMMARY

Senior creative professional with an original approach » Creative director and content producer with 20 years of experience in a variety of industries » Distiller of complex ideas into concise, compelling narratives » Author of branded content that is clear, persuasive and entertaining » Creative producer with a track record of delivering strategic, inventive and engaging written projects under pressure

Book: [MrKleanso.com/Copywriting\\_Portfolio\\_Olsen.pdf](http://MrKleanso.com/Copywriting_Portfolio_Olsen.pdf)

### EXPERIENCE

#### **INK SLINGER / IDEA BREEDER**

Greater Los Angeles

##### **Brain for Hire**

Communications consultant, Feb 2016 – present

- » Nuveen/TIAA – Branding and executive office communications
- » John P. Hanson Cancer Research Foundation, Inc., Northwestern University – Advising a non-profit enterprise; writing a business plan; coauthoring a book; and developing a multimedia talk for public outreach and fundraising
- » GP Strategies – 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, Blue Room Post, Bolender Law, Court Investment Services, Green Street Advisors, M3 Biopharma, Memberplanet, Portofino Hotel and Marina, Premio, Inc., Rusticoat Studios, SegCreate Studios, Silver Oak Investments, Sympo, Trace3

#### **FINANCIAL WRITER / CREATIVE DIRECTOR / CONTENT PRODUCER**

Newport Beach

##### **Pacific Investment Management Company (Pimco)**

f/t consultant, Feb 2001 – Jan 2016

- » Ringleader who developed 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 tenfold, from \$200b 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 minimal 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 vendors and in-house brand, advertising, events, marketing, social and digital groups; supported integrated global marketing campaigns; partnered with int'l 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 / MARKETING PROJECT MANAGER**

Los Angeles

**Transamerica**

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**

Los Angeles

**University of Southern California Office of International Services** 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**

Omaha

**Bozell**

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**

Omaha

**Kahler Friendt and Partners Integrated Marketing Communications**

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)**

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)**

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; Treasurer, Pacific Garden Terrace Homeowners Association; Board, Scandinavian Film Festival of Los Angeles; Member, National Eagle Scout Association; Member, USC School of Cinematic Arts Alumni Association

