

TOM MITCHELL
New Media Writer-Producer
tom@wordinteractive.com

PROFESSIONAL SUMMARY

With experience across the media spectrum, I unite concept and copy to create smart communication solutions for innovative companies, clients, and content providers. Noted for my versatility, integrity, and imagination, I am a proven and productive team leader.

EXPERIENCE

THE LAWRENCE COMPANY, El Segundo, CA 2007 – Present
A communication and design firm specializing in interactive media

Writer-Producer (Ongoing Freelance)

Produce and write interactive presentations, Flash demos, web advertising, and other multimedia content on an on-going freelance basis.

Played key role in the conception, creation, and implementation of high-profile credit union industry conference and trade show presentations for CO-OP Financial Services; scripted the "Credit Union Quiz Show," a live, interactive multimedia presentation for the 2009 CUNA Governmental Affairs Conference (GAC) in Washington, D.C.; conceived and wrote interactive kiosk material for CO-OP Shared Branching; composed the well-received splash video for CO-OP's "Think 09" conference in Austin, TX.

Wrote and edited multiple CO-OP executive PowerPoint presentations for the Think 2008 conference; scripted highly successful live trade show presentation on check imaging.

Supervised production of digital video projections for *Songs of Soul and Inspiration*, a live musical event directed by Debbie Allen and sponsored by the AARP. The videos accompanied vocalists during their live performances at the Philips Arena in Atlanta.

DIRECTV, El Segundo, CA 2006 – 2007
The leading digital TV provider in America

Creative Consultant/Scriptwriter (Freelance)

Scripted long-form *DIRECTV Basics* tutorial program currently airing on DIRECTV Channel 201, as well as the in-box demo DVD for the HR20 High-Definition DVR receiver. Also participated in successful programming package re-naming project.

WALT DISNEY INTERNET GROUP (WDIG), North Hollywood, CA 2005 – 2006
The Internet and mobile media developer of the Walt Disney Company (now part of the **Disney Interactive Media Group**)

Senior Interactive Copywriter (Contract)

As lead interactive consultant for Disney Mobile, developed and composed the online sales and service interface for disneymobile.com.

Crafted unique online service applications and customer-service FAQs, working closely with marketing, design, product, and customer-care teams.

DIRECTV, El Segundo, CA 2000 – 2005
The leading digital TV provider in America

Senior Copywriter (Full-Time)

Managed creative process and executed entire range of current customer marketing and company communications materials.

DIRECTV, El Segundo, CA (cont'd)

Composed interactive pay-per-view movie and event listings that appeared in the DIRECTV On-Screen Guide, at DIRECTV.com, and in advanced product applications.

Initiated creative strategies that successfully brought original concepting work for DIRECTV Sports and Pay Per View in-house.

Established voice and tone for Pay Per View Events in successful print campaigns.

Wrote award-winning on-air promo spots for the Customer Retention Marketing group.

Concepted and executed noteworthy national newspaper ads, including timely, sports-themed anti-competitor pieces and coverage of the launch of the DIRECTV DVR.

BD FOX & FRIENDS ADVERTISING, Santa Monica, CA 2002 – 2003
The award-winning advertising agency serving the entertainment industry

Senior Copywriter (Freelance)

Wrote national print ads, including a full-page national newspaper ad for CBS's Emmy winning documentary *9/11*. Also produced collateral material for Microsoft Xbox.

SHEPLEY WININGS HOBER PUBLIC RELATIONS, Studio City, CA 1999 - 2001
A top PR agency for the entertainment industry

Publicity Writer (Freelance)

Created extensive press-kit content for network and syndicated television programs from DreamWorks, Columbia TriStar, Regency Television and other major media companies.

E! ONLINE, Los Angeles, CA 1999 – 2002
The website dedicated to the world of entertainment

Online Feature Content Writer (Freelance)

Conceived and wrote original features, interactive quizzes, and celebrity interviews for the popular E! Entertainment website.

EDUCATION

Bachelor of Arts in English Literature, University of California, Los Angeles (UCLA)

AWARDS

2004 Telly Award for Outstanding On-Air Promotions; 2004 American Graphic Design Award; 2006 American In House Design Award from *Graphic Design USA*

ONLINE PORTFOLIO

Please visit www.wordinteractive.com.