

## RACHEL POWEL

Writer-Producer & Creative Consultant



### Professional Summary:

Award-winning, innovative, cross-platform writing, development, pitching, producing, and management—with youth market and comedy expertise.

### Experience:

**Senior Writer Mattel Creations** El Segundo, CA 2012-present  
Digital creative, consumer, sales, ecommerce, global branding & YouTube copy for licensed brands: Warner Brothers, Disney-Pixar, DC Comics, Nickelodeon, Cartoon Network & Mattel IP.

### Writer-Creator-Consultant

**Television:** 2000-present

**Legit**, Writer-Creator-Exec. Producer, Marasco Media (docu-drama)  
**White Noise**, Writer-Creator-Exec. Producer, Marasco Media (drama)  
**Generation Wrecks**, Writer-Creator, Paramount Television (comedy)  
**The Wisdom of Tara Zix**, Writer-Creator, Miramax (comedy), series option  
**Three Blind Mice**, Writer-Creator, Warner Brothers TV (comedy), series option  
**My Life is a Sitcom 2**, Writer-Co-Producer-On Camera Co-star, ABC Freeform (comedy-reality)  
**Nikki**, Staff Writer, Warner Brothers TV (comedy)  
**South Park**, Freelance Writer, Comedy Central (animated comedy)  
**Dilbert**, Staff Writer, Sony TV (animated comedy)  
**The Weekenders**, Freelance Writer, Disney (animated comedy)

### Content Creation & Development:

Netflix, Paramount, Disney, NBC, MTV, Nick at Nite, Billy Crystal-FACE Productions, ABC-Freeform, Original Productions, Jung Guns Entertainment, Martin Sheen, Larry Charles, Anna Gunn +.

### On-line & Short-form Creative:

**Mother Un-Natural**, Writer-Producer, Nokia, Intl. (interactive comedy, mobile)  
**Dreamweaver**, Writer-Producer, Nokia, Intl. (interactive musical, mobile)  
**Barbie Life in a Dreamhouse**, Staff Writer, Mattel Entertainment (CG)  
**Clique**, Head Writer-Co-Creator, Paramount Digital (co-branded, comedy)  
**Clueless**, Head Writer, Paramount Digital (diverse comedy content)

### Entertainment Marketing:

**TRAILER PARK** Los Angeles, CA 2000-2005  
**Senior Writer-Producer** Film, TV, Live Entertainment on line, broadcast, print ad campaigns.  
Managed twenty+ simultaneous projects, supervised reports including graphics, storyboard artists, music, junior writers, production & post. Served as voiceover director, client liaison and on-location producer.

### Clients & Campaigns (Partial List):

Sony Music, American Express-Ellen DeGeneres, Hollywood.com, Moviefone.com, James Patterson, *Desperate Housewives*, *Impractical Jokers*, *Dance Moms*, *Funny People*, *The L Word*, *Seinfeld* (anniv. DVDs), *Friends* (DVDs), *Forrest Gump* (anniv. DVD), *Indiana Jones* franchise, Disney Animation +

### Education & Affiliations:

**MFA**, UCLA: Film, TV & Digital Media (GPA 4.0)  
**B.A.**, UCLA: Theatre Arts  
**Writers Guild of America**, Member  
**Professor Certification**: Film-TV-Digital Writing, Diversity and Inclusion emphasis  
**GIFT** (Girls Inspired for Tomorrow), Advisory Board  
**Mentor**, UCLA and Santa Monica High School

### Awards:

Sony Pictures-Streisand Fellowship, multi-year  
Warner Brothers Television Fellowship  
Reel Spirit Award for Best Comedy Screenplay