

# RACHEL POWELL

Senior Writer & Creative Producer

www.LovechildInk.com

310.717-2053

## PROFESSIONAL PROFILE

Innovative, multi-platform original and marketing writing, creating, management and production – from ideation to development, branding to staff, for entertainment, iconic brands and entrepreneurs.

## EXPERIENCE

### **Senior Writer**

2010-present

#### **MATTEL CREATIONS STUDIOS** El Segundo, CA

Senior Writer for IP and entertainment licensed brands (Warner Brothers, Disney, Pixar, DC Comics, Gwen Stefani/Kuu Kuu Harajuku, *Justice League*, *Wonder Woman*, *Toy Story*, *Cars*, etc.). Digital creative, sales & consumer content, ecommerce, global branding, YouTube, SEO, corporate reels.

### **Senior Writer/Producer**

2001-2005 (In-house & Freelance)

#### **TRAILER PARK** Los Angeles, CA

Senior Writer/Producer of premier film, TV & live entertainment marketing campaigns. Formats: broadcast, digital, promos, trailers, print: naming, taglines, presentations, outdoor campaigns, home entertainment, ancillary content; Managed twenty+ simultaneous projects, supervised reports, storyboard artists, editors, post traffic, was voiceover director, and served as on-location client liaison.

### **Senior Writer/Producer**

2000-present (Sole Proprietor)

#### **LOVECHILD INK** Santa Monica, CA

Original content creation, writing, producing with/for preeminent studios, independents and artists.

**Legit**, Creator-Exec. Producer, Marasco Media (docu-drama)

**White Noise**, Creator-Exec. Producer, Marasco Media (drama)

**Mother Un-Natural**, Sr. Writer/Producer, Nokia, Intl. (comedy-interactive)

**Dreamweaver**, Sr. Writer/Producer, Nokia, Intl. (musical-interactive)

**Crewsade**, Creator-Exec. Producer, MTV/Logo (music-reality)

**My Life is a Sitcom 2**, ABC Freeform, Co-Producer, Co-Star (comedy-reality)

**Nikki**, Warner Brothers TV, Staff writer (sitcom)

**South Park**, Comedy Central, Freelance writer (animated comedy)

**Dilbert**, Sony TV, Staff writer (animated comedy)

**Clique**, Paramount Digital Entertainment, Head writer/Co-Creator (co-branded comedy)

**Clueless**, Paramount Digital Entertainment, Head writer (comedy)

## ADDITIONAL ORIGINAL CONTENT CREATION & DEVELOPMENT

Netflix, Paramount, Disney, NBC, MTV, Miramax, Billy Crystal/FACE Productions, TV Land, Martin Sheen, Anna Gunn, Bristol Cities, Larry Charles, Nickelodeon, Storyopolis, etc.

## ADDITIONAL MARKETING CLIENTS & CAMPAIGNS (partial list)

Sony Music, American Express-Ellen DeGeneres, KKSF Radio, James Patterson's *Private*, UCLA Intl. Academic Conference, *In the Heights* (Broadway), *How to Train Your Dragon-Live!* (Broadway), *Desperate Housewives*, *Ghostbusters 2016*, *Finding Nemo*, *The Incredibles*, *Disney Animation*, *The L Word*, Moviefone.com, First Federated, The Special Olympics, Fine Living Network, City of LA, Eco-Media, Sterling Vineyards, Lorac Cosmetics, The Democratic Party, Gavina Coffee, etc.

## EDUCATION & AFFILIATIONS

**MFA**, UCLA: Film, TV & Digital Media (GPA 4.0)

**B.A.**, UCLA: Theatre Arts

**Writers Guild of America**, Member

**Professor Certification**, L.A.C.C., Film/TV, Diversity and Inclusion, emphasis.

## SERVICE

**UCLA**, Career Mentor & Community Team Leader

**SANTA MONICA HIGH SCHOOL**, Alumni Board Member, Career Mentor & Scholarship Co-chair

**GIFT (GIRLS INSPIRED FOR TOMORROW)**, Advisory Board

## AWARDS

**Sony Pictures-Streisand Fellowship**

**Warner Brothers Television Fellowship**

**Reel Spirit Award for Best Comedy Screenplay**

and more...