

Rachel Powell

Senior Writer, Content Creator & Development Consultant

Professional Overview

Award-winning Hybrid Creative with 15+ years of success: Writing, Ideation, Development, Story Editing, Branding; Linear, SVOD, Digital Series, Features, TV & Entertainment Marketing. Live Action and Animation; Adult and Youth Audiences; Comedy Expertise.

Writing, Content Creation & Development

LOVECHILD INK, Santa Monica, CA, Sole Proprietor

Writer-Producer-Development Consultant

- **J.J. Abrams/Bad Robot** *The Beastlies* (Consulting Writer, Development, Animation)
- **Mattel Entertainment** *Barbie: Life in the Dreamhouse* (Staff Writer & Development, CG Animation)
- **Nokia** *Mother Unnatural* & *LA Dreamweaver* (Writer/Producer, AR/GPS based interactive films for smart phones)
- **Nickelodeon/Brain Vessel** *Gotta Pea* (Development/Writer: Pitch & Bible)
- **ABC/Freeform** *My Life is a Sitcom 2* (Co-Producer/Writer/On-camera Sitcom Expert)
- **Paramount Television** *Generation Wreck* (Creator/Writer, series option)
- **Miramax TV/Storyopolis** *The Wisdom of Tara Zix* (Creator/Writer, series option)
- **Warner Brothers TV** *Nikki* (Staff Writer)
- **Sony TV** *Dilbert* (Staff Writer, Primetime Animation)
- **Comedy Central** *South Park* (Consulting Writer, Season 2)
- **Disney Channel** *The Weekenders* (Writer, Multi-episodes, Youth Animation)
- **Nickelodeon** *CatDog* (Writer, freelance, Youth Animation)
- **Paramount Digital Entertainment** *Clique* (Co-Creator/Writer, Branded Content) & *Clueless* (Head Digital Writer)

Promotional Writing & Producing

MATTEL CREATIVE STUDIOS, El Segundo, CA

May 2011-December 2019

Senior Writer, Consumer Products: Entertainment Franchises

- TV & Feature lead writer for global entertainment franchises: Disney-Pixar, DC Comics, Warner Brothers, Universal-Minions, Nickelodeon and Cartoon Network consumer products, E-commerce, Global Branding, SEO, YouTube,
- Properties included: *Batman*, *Wonder Woman*, *Spiderman*, *Toy Story* franchises, *Cars* franchises, *Wall-E*, *Monsters, Inc.*, etc.
- Delivered all concurrent brands/franchises new releases and ongoing projects under deadline.
- Awarded #1 Amazon Toy Category.
- Seamless, cross-functional international team coordination with licensors, legal, marketing, design, photo, sound, packaging, engineers, sales, translators and more.

TRAILER PARK GROUP, Los Angeles, CA

March 2001-July 2004

Writer-Producer, Entertainment Marketing

- Managed 20+ concurrent, cross-platform campaigns: Theatrical, Broadcast, Radio, Print, Digital
- Delivered all projects under deadline and budget
- Supervised cross-function reports: editors, storyboard artists, sound designers, junior writers and post staff
- Directed voiceover talent
- Produced off-site commercials
- Studios & Clients' Liaison

Awards, Education, Affiliations

Writers Guild of America, West
MFA, UCLA, Film and Television (4.0 GPA)
BA, UCLA, Theatre Arts
Professor Certificate, LACCD - Film & Television – Diversity & Inclusion Trained
Advanced French Certificate, TASIS Switzerland
Warner Brothers TV Fellowship
Sony-Streisand Screenwriting Fellowship
Reel Spirit Award for Best Comedy Screenplay
UCLA Media Literacy Advisory Board & Student Mentor

Additional Skills

French Fluency, Team Leadership, Peerless Organization, Self-direction and Work Ethic. Jokes, Interviews, Articles, Treatment Writing.

Teaching

UCLA DEPARTMENT OF FILM, TELEVISION & DIGITAL MEDIA, Assistant Lecturer, Winter 2016

Film-TV 284: One hour Drama Series Development, graduate level

LOS ANGELES COMMUNITY COLLEGE, Co-Professor, Fall 2013

Cinema 5: Introduction to Screenwriting for Film & Television

CHEYENNE INTERNATIONAL FILM FESTIVAL, Wyoming, Lecturer, Summer 2011

Professional Seminar: Storytelling for Film, Television & Better Businesses

PERFORMANCE AND MEDIA ARTS CENTER, Denver, CO, Seminar Lecturer, Summer 2011

Professional Seminar: Television Series Creation-from Seed to Sales

UCLA DEPARTMENT OF FILM, TELEVISION & DIGITAL MEDIA, Graduate TA, Fall 2008

Film-TV 133, In-depth Introduction to Screen and Television Writing

USC DEPARTMENT OF THEATRE, Guest Lecturer, spring 1996

Experimental Theatre: Writing, Development & Production

Publications

THE ADVOCATE, Writer: *Gay & Green: Eco Queens Save the World*

SAVVYMISS.COM, Contributing Writer: lifestyles and career magazine

PARAMOUNT WORLD NEWS MAGAZINE, Editor & Writer, monthly newsletter

STAR TREK FACT FILES, Writer, magazine

Productions

South Coast Repertory, Los Angeles Theatre Center, The Hudson Theatre, Comedy Central Stage, Padua Hills Playwrights Festival, The Celebration Theatre, The Burbage Theatre, The Fountain Theatre, USC Theatre Department and more.