

MARK OLSEN

Greater Los Angeles
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SENIOR COPYWRITER / CREATIVE DIRECTOR / CONTENT PRODUCER

A Swiss Army-knife Content Creator offering more than 20 years of experience leading teams, conceiving marketable ideas, and distilling information into concise, compelling stories for digital media.

SKILLS

- Integrated campaigns
- Content marketing
- Ideation
- Scripting
- Branding
- Advertising

- Events
- Blogging / SEO
- Case studies
- Press releases
- Product descriptions
- Business plans
- Documentation

INDUSTRIES

- Financial
- Bond management
- Responsible investing
- Information technology
- Aerospace
- Life sciences

- Management consulting
- Luxury
- Legal
- Automotive
- Fashion
- Nonprofit
- Insurance

EXPERIENCE

SENIOR COPYWRITER / PRODUCER / CREATIVE DIRECTOR

Custom Content Creator and Consultant | Greater Los Angeles 2016 – present

- BOEING – Wrote, produced and directed videos and other rich-digital media for disruptive technology initiatives and internal employee campaigns.
- NUVEEN / TIAA – Conceived of, composed and project managed major components of the firm's online content and print collateral for its rebrand into ESG and responsible investing.
- MIA BECAR – Wrote and edited content and instructional design for a startup that delivers 'intentional luxury' – women's handcrafted Italian shoes – to the front door.
- GP STRATEGIES – Served as co-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.
- JOHN P. HANSON CANCER RESEARCH FOUNDATION, INC., NORTHWESTERN UNIVERSITY – Advised a non-profit enterprise; penned a business plan and statement of purpose; contributed to a book, developed a multimedia talk for public outreach and fundraising.
- OTHER – American Funds, CO-OP Financial, Blue Room Post, 41Orange, M³ BIOPHARMA, RAW Consulting, DxTerity, Court Investment Services, SilverOak Investments, Venbrook, ESL Power, Phoenix Audio, Premio, Bolender Law.

SENIOR WRITER / DIGITAL MEDIA CONTENT PRODUCER / CREATIVE DIRECTOR

Pacific Investment Management Company (Pimco) | Newport Beach, CA 2001 – 2016

- Developed format, look and tone of original rich digital media content; launched and spearheaded firm's video practice from inception; conceived and articulated 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 assets under management increased from \$200b to \$2t.
- Wrote and produced material for dozens of live events, including conferences hosted in cities around the world, featuring financial personalities and well-known government policymakers; applied exceptional writing skills to compose material for a wide range of occasions and styles, capturing the voices and personalities of different types of executives.
- Briefed and directed professional and non-professional talent including C-suite executives; prepared talking points and briefing materials; coached executives on giving a natural, conversational delivery; captured and incorporated all edits and feedback, and briefed executives on speaking and recording logistics with an eye for detail.
- Developed and maintained collaborative relationships between out-of-house production / post vendors and in-house marcom 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; compiled a DAM of more than 1,000 custom, unique digital assets.

- 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.

COPYWRITER / MARKETING PROJECT MANAGER

Transamerica | Los Angeles 1998 – 2000

- Developed strategy, design and executed marketing-communication initiatives for bank marketing channel.
- Authored documentation, white papers, newsletters and web content.

PUBLICATIONS EDITOR

University of Southern California Office of International Services | Los Angeles 1996 – 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).

COPYWRITER

Bozell | Omaha 1993 – 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

Kahler Friendt and Partners Integrated Marketing Communications | Omaha 1991 – 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, Inacomp, Chick-fil-A, Borsheim's Fine Jewelry and Gifts, Omaha Country Club, Bank of Bellevue.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA | School of Cinematic Arts

M.F.A., Cinema-Television Production / Screenwriting Los Angeles

- 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 and Professional Student Award, highest non-academic award for grad students.

UNIVERSITY OF LEEDS, U.K. | School of English Workshop Theatre

M.A., Theatre Studies / Playwriting Leeds, West Yorkshire

- 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 | Liberal Arts College

B.A., Psychology / B.A., Multimedia Communications Greater Omaha

- 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 crewmember for numerous main-stage and black box productions.
- University of London semester abroad: Intensive global studies coursework, AIS adjunct.

COMMUNITY

Immigration legal writing volunteer, La Maestra Community Health Centers; Volunteer producer, Daniel Pearl World Music Days West L.A.; Treasurer, Hermosa Victorian HOA; Treasurer, Pacific Garden Terrace HOA; Volunteer board, Scandinavian Film Festival of Los Angeles; Member, National Eagle Scout Association.