

MARK OLSEN

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WRITER | CREATIVE DIRECTOR

Mark is a thoughtful and quick-witted creative director offering more than 15 years of experience inspiring teams, conceiving marketable ideas, and distilling information into concise, compelling stories for digital media and events.

SKILLS: Leadership, mentoring, copywriting, creative direction, art direction, integrated campaigns, content marketing, ideation, corporate video, motion graphics, scripting, branding, advertising, events, digital, email, social, blogging, search engine optimization (SEO).

INDUSTRIES: Financial, institutional, bond management, responsible investing, retirement investing, banking, information technology (IT), automotive, aerospace, management consulting, luxury, legal, life sciences, insurance, nonprofit.

BLUE ROOM CONTENT | BLUE ROOM POST 2016 – present

Writer-Producer / Creative Director

- Served as creative lead, writer-director, art director and producer for a range of retail and B2B videos and motion graphics for Co-op Solutions, a fintech service provider and thought leader to a nationwide network of credit unions.
- Scripted, produced, directed and voiced videos and other rich digital media for disruptive technology initiatives and internal employee campaigns at Boeing Commercial.
- Other accounts: Samsung, Iron Mountain, M³ BIOPHARMA, Venbrook, SilverOak Investments, Court Investment Services, RAW Consulting, 41Orange, DxTerity, EPD Solutions, ESL Power, Phoenix Audio, Premio, Bolender Law, Mia Becar, John P. Hanson Cancer Research Foundation at Northwestern University, La Maestra Community Health Centers, Daniel Pearl World Music Days West L.A.

AMERICAN FUNDS | CAPITAL GROUP 2021 – 2023

Senior Writer

- Penned copy for and directed the creative production of B2B videos, motion graphics, event materials, presentations, web SEO content, and integrated campaigns for email, paid email, paid search, organic social, native and paid social, including Elevate, EveryoneSocial and LinkedIn for Sales – within the advisor-sold retirement plans vertical and using the agile method (long-term consultant).
- Wrote a multi-tiered email reengagement campaign for an online tool that pulled an 8.93% click through rate (CTR), beating its benchmark by over 5.0.

NUVEEN | TIAA 2017 – 2019

Writer / Marketing Project Manager

- Conceived of, scribed and project managed major components of the firm's online content and print collateral as part of its rebrand into management of environmental, social and governance (ESG) investments (l/t consultant).

GP STRATEGIES 2016

Co-director of Content

- Served as co-director of content for a live automotive event in Las Vegas (Aria), the dealer launch of luxury car brand Genesis 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 (consultant).

PIMCO | PACIFIC INVESTMENT MANAGEMENT COMPANY 2012 – 2016

Writer-Producer / Creative Director

- Brand marketing and communication services: Launched and spearheaded firm's video practice from inception; developed format, look and tone of original rich digital media content; 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.

- Creative directed and line produced all facets of rich digital production and post-production workflow, including ideation, scripting, storyboarding, art direction, lighting, camera, audio, editing, chroma key, motion graphics, color grading, scoring and content management (l/t consultant).

Writer-Producer

2010 – 2012

- 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.

Senior Copywriter

2006 – 2010

- Collaborated within brand team to write positioning and corporate identity materials for institutional fixed-income audiences; drove business growth for pension, defined contribution, and wealth management businesses in North America, EMEA and Asia-Pac. Supported a corporate rebranding and the opening of new global offices in Europe and Asia; firm's assets under management increased from \$200b to \$2t.

OTHER

- Bozell (Omaha) – Copywriter on accounts Mutual of Omaha, First National Bank of Omaha, Vise-Grip, Nebraska Lottery, Jolly Time Popcorn, Boyt Luggage, NCAA College World Series.
- Kahler Friendt & Partners Integrated Marketing Communications (Omaha) – Writer/public relations specialist on accounts Inacom, Chick-fil-A, Borsheims Fine Jewelry and Gifts, Bank of Bellevue.
- Transamerica (Los Angeles) – Writer/project manager.
- First Data Resources (Omaha) – Documentation writer.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA | SCHOOL OF CINEMATIC ARTS

Los Angeles

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

- 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.
- Twice received Outstanding Leadership Award from USC Office of International Services, where I served as graduate assistant and editor in chief of the international student publication, published six times per year.

UNIVERSITY OF LEEDS | SCHOOL OF ENGLISH WORKSHOP THEATRE

West Yorkshire, UK

M.A., Theatre Studies / Playwriting

- Thesis paper: 'American Religious Drama: Fundamentalism and Televangelism in an Age of Mass Appeal.'
- Thesis play, 'Skunk Smokers of Herman, Nebraska,' 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 SCHOOL

Greater Omaha

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

- 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 (best actor / 'The House of Blue Leaves')
- University of London semester abroad: Intensive global studies coursework, AIS adjunct.

COMMUNITY

Treasurer, Hermosa Victorian HOA; Treasurer, Pacific Garden Terrace HOA; Volunteer board, Scandinavian Film Festival of Los Angeles; Member, National Eagle Scout Association; Chairman, Writers Against Dangling Participles.