

Jennifer Blue

206.795.5453 / bluesoup@msn.com

Creative Concepts for Interactive Corporate Media

Scriptwriter ~ Copywriter ~ Storyteller

17 years experience crafting effective & engaging marketing media

Specialties: Video scripts, website copy, creative concepts, brand voice development, proposals, presentations, demos, case studies, interviews, storyboards, brochures, newsletters

Bluesoup Creative Media ~ freelance copywriter / scriptwriter for interactive media

- Work with a wide variety of clients, agencies and creative teams in multiple media
- Broad experience in creating content for interactive websites, CD/DVDs and video
- Strong history of leading teams to produce on-time and on-budget media deliverables
- As creative director, supervised and mentored teams of writers, designers, developers
- Easily jump into professional scenarios to assess and contribute to team objectives

Competencies include:

- ✓ **Writing and Information Architecture:** Story structure, brand voice development, information architecture for copy, scripts, print collateral and curriculum development
- ✓ **Directing and Producing:** Videos, films, CD-ROMs, websites, interactive education, presentations for corporate meetings, trade shows, product launches and sales events
- ✓ **Consulting:** Experienced information architecture advisor, new media evangelist, and media consultant for B2B, business-to-consumer, education and social marketing

Satisfied Clients: *ACT Theater, Altrec, American Diamonds, AT&T, ATL Ultrasound, Avaya, Aveda, BECU, Bissell, BF Goodrich, City U, CMP, Cobalt Group, Computer Associates, Connexion by Boeing, Converse, Cutter & Buck, drugstore.com, eCharge, Ernst & Young, Expedia, Gateway, IBM, Helio, Hewlett-Packard, Home Grocer, Home Depot, Hosting.com, HTC, Humongous Entertainment, Intel, Jobster, Kenmore, Key Bank, Labor Ready, Land-O-Lakes, Microsoft, MSDN, MSN, Museum of Flight, National Geographic, Nintendo, Oldcastle, Philips, Polaris, QPass, Regence, Safeway, Seattle Cancer Care, ShareBuilder, Sierra, Sony, Stairmaster, Symantec, Tommy Bahama, Transpoint, TMobile, U of Texas, Wall Data, Weyerhaeuser, Verizon Wireless, Visio*

Education:

Creative Writing: BA, English: emphasis on short stories, poetry, stage, screen—*U of WA*
Media Production: Extension certificates in Film & Video and Multimedia Production—*U of WA*
Advertising: Copywriting, art direction, graphic design—*School of Visual Concepts*
Web Development: HTML, Dreamweaver, Fireworks, Flash—*Bellevue Community College*
Humanities: Philosophy, history, literature, arts, religion, science —*Seattle University*

Work History: Jennifer Blue - 206.795.5453 - bluesoup@msn.com

Freelance ~ scriptwriter, copywriter, director, information architect ~ since 1996

- Content development for online brand, retail, e-commerce, and marketing websites
- Scripting for interactive media projects, product demos, presentations, and training
- Comprehensive concept development, brand voice development, and creative proposals
- Extensive research, client interviews; and event/media theme or concept development
- Project management/supervision of creative development, production and post production

- *ZAAZ, MS Studios, If/Then, GLG, Mercury Cloud, Silver Fox, Blue Banyan and more...*

Merwin Creative ~ interactive marketing writer ~ Nov 2002 to March 2003

- Copywriting for websites, newsletters, intranets and direct e-mail campaigns
- Developed creative concepts, proposals and storyboards for marketing presentations
- Contributed on various creative teams to spec projects, schedules and deliverables

Modern Digital Interactive ~ producer, director, writer ~ July 2000 – Nov 2001

- Scripted product demos, training applications, websites and marketing presentations
- Directed creative development of online and interactive video and multimedia projects
- Supervised all freelance personnel and on-staff team of developers and designers
- Created all proposals, creative treatments, line-item budgets and production schedules
- Implemented extensive departmental project management procedures and protocols
- Extensive client contact to determine goals, messages, audience and media choices

Drugstore.com ~ web writer, director, producer ~ January to June 2000

- Wrote copy, headlines, captions and teaser collateral for all brand store content
- Pitched and developed creative approach for websites and featured stories
- Managed production of 40+ mini-stores within drugstore.com for major brands
- Supervised team of graphic designers and programmers for each brand store
- Worked with merchandise department and brand reps to ensure brand consistency

Microsoft Interactive ~ multimedia writer, director, producer ~ 1996 to 1998

- Wrote treatments, scripts and copy for web, video and multimedia titles
- Advised and proposed creative use of video in interactive training projects
- Supervised animators and graphic designers, and directed voice-over talent
- Directed post production of 100+ videos for inclusion in various CD-ROM titles
- Researched various target audiences and usability results to tailor interactive content
- Designed and supervised development of budget program adopted by MSN
- Recruited by Microsoft Press, Microsoft Interactive Television, MS Studios and Transpoint.com

Tri-Film/Interactive Threshold ~ senior producer, head writer ~ 1993 –1996

- Developed themes and concepts for live events, taglines, media support and set design
- Scripted case studies, product demos, training programs and image campaigns
- Wrote copy, headlines and navigation text for CD-ROMs, websites and promotional media
- Created all proposals, creative treatments, line-item budgets and production schedules
- Implemented extensive project management procedures and protocols for all teams
- Managed diverse project teams, budgets and timelines for local and remote productions

You can learn more about me on my website: www.blue-soup.com