

Work Experience

Copywriter — Fuel Content (2019 - 2020)

My team at Fuel Content produced content for social media and digital, mostly for Home Depot Canada. Our bread and butter: hundreds of posts on Facebook, Instagram, and Pinterest, maintaining a strong brand voice and style. This includes video content, ranging from short DIY walkthroughs to goodwill engagement posts for holidays and other occasions. We consistently drove down CPC way past our benchmark and CTR more than four times above our goals.

Working with our art director, content producer, and editors, I wrote copy across multiple platforms. I also scripted and storyboarded video, including in-video supers and/or dialogue.

Content Writer — Dibly (2017-2018)

As a member of the outstanding Humor & Entertainment team at Dibly, I produced over 400 original humor lists, trending entertainment articles, and other fun content poking fun at film, TV, and pop culture. In my time there, my posts drove more than 114 million unique visitors to the site. My team produced punchy, easily digestible articles that always fit the Dibly brand and its targeted audience. I also collaborated with the Dibly Video team to develop and produce new caption-based concepts for the *America's Funniest Videos* "Life Unfiltered" series on Facebook.

Analyst/Web Content Creator — O2E Brands (2014-2017)

I produced web content for the 1-800-GOT-JUNK?, You Move Me, WOW 1-Day Painting and Shack Shine brands, mostly in the form of blog posts. As an analyst, I developed communications for incentive programs according to parameters set by management, as well as training guides for the WFM (workforce management) team.

Writer/Editor — Freelance (2009-present)

Since 2009, I've worked on a freelance basis with a variety of clients, including a Michigan-based multimedia project through STA, Huffington Post, and POP Gaming, and more. My work with Palladium Books has featured in several issues of their Rifter magazine, as well as their Rifts and Chaos Earth role-playing game supplements. I've also produced two short eBooks for Trese Brothers Games.

Currently, I'm working on three feature-length films with a Toronto-based production company. My first film with director James Mark is Karate Ghost, which is delayed due to COVID-19. I'm credited as script editor on this project.

Writing Credits

NYC Midnight Short Screenplay Contest 2019/2020

- “Date Night” - unproduced, winner 5th place, final round
- “Withdrawal” - unproduced, finalist, 3rd round
- “How Vicki Saved The World, A Little” - unproduced, finalist, 2nd round
- “Pumpkins at Midnight” - unproduced, finalist, 1st round

“Loaner,” screenplay - in development, Indie Pro Studios, 2019/2020

“Karate Ghost,” screenplay - in production, Indie Pro Studios, 2019

“Killdeer,” short screenplay - in production, Sin & Tonic, 2019

“Transmissions,” 10-episode TV series - unproduced, 2018

“Rifts: Living Nowhere,” RPG sourcebook - in production, Palladium Books, 2018

“Ophelia,” short screenplay - in development, Sin & Tonic, 2018

“Rifts: Gohjjunk,” RPG source material - Palladium Books, 2017

“Subjective Vengeance,” eBook - Trese Brothers Games, 2016

“Rifts: Semjaw,” RPG source material - Palladium Books, 2016

“No Legacy Between The Stars,” eBook - Trese Brothers Games, 2015

“Rifts: Karimyo,” RPG source material - Palladium Books, 2015

“Rifts: Chaos Earth - Resurrection,” RPG sourcebook (editor) - Palladium Books, 2015

“Skipping Stones,” short fiction - Palladium Books, 2014

“A Cold Night, Dead Past,” short fiction - Palladium Books, 2013

“We Called It God,” short fiction - Winner, LitReactor “Scare Us” Contest 2012

Find more on my [full portfolio](#).