

RACHEL POWELL

Senior Writer – Creative Producer – Consultant

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310.717-2053



Professional Summary:

Award-winning writer and producer with cross-platform creative, branding and entertainment marketing experience - from seed to sales.

Experience:

Senior Writer **MATTEL CREATIVE STUDIOS** El Segundo, CA (Contract 2012-present)

Ecommerce, YouTube and sales Senior Copywriter for licensed entertainment brands: Disney-Pixar's *Toy Story* & *Cars* franchises, DC Comics, Pixar's features franchises, Universal/Illumination *Minions*, and Mattel IP.

Writer-Creator-Consultant **LOVECHILD INK** (Sole proprietor 2000-present)

Original content creation, development, staff writing, branding and consulting for film, digital, television, and multi-platform properties. Clients include studios, producers, managers and talent: J.J. Abrams' Bad Robot, Warner Brothers, Sony, Paramount TV, Paramount Digital Entertainment, Netflix, Disney, NBC, ABC, MTV, Nokia, Billy Crystal's FACE Productions, Comedy Central, Larry Charles, *SOUTH PARK*'s Trey Parker & Matt Stone, TV Land, Original Productions, Logo TV, Nickelodeon and more.

Senior Writer-Producer **TRAILER PARK** Los Angeles, CA (2000-2004)

Wrote and produced cross-platform entertainment marketing campaigns for film, home entertainment, new and syndicated TV and live entertainment shows. Formats included broadcast, theatrical, digital, outdoor, print, presentations, pitches. Managed 20+ simultaneous projects; Supervised reports including editors, graphic effects, storyboard artists, sound designers, junior writers and post production staff. Served as director, client liaison and on-location producer.

Writer-Creator

WHY GOOD GIRLS GO BI, (Memoir)

BOARDERS, (Single Camera Comedy)

GENERATION WRECKS, Creator-Exec. Prod. (Comedy) PARAMOUNT TELEVISION

THREE BLIND MICE, Creator-Writer (Comedy) WARNER BROTHERS TELEVISION

MY LIFE IS A SITCOM II, Co-Producer, Writer, Co-Star (Reality) FREEFORM ABC

NIKKI, Staff Writer (Comedy) WARNER BROTHERS TELEVISION

DILBERT, Staff Writer (Comedy-Animation) SONY PICTURES TELEVISION

CLIQUE, Head Writer (Comedy-Branded) PARAMOUNT DIGITAL ENTERTAINMENT

BARBIE: LIFE IN THE DREAMHOUSE, Staff Writer (CG) MATTEL ENTERTAINMENT

THE WEEKENDERS, Freelance Writer (Comedy-Animation) DISNEY

Education/Awards/Special Skills:

MFA, UCLA, Film & Television (4.0 GPA)

BA, UCLA, Theater Arts

WGA-Writers Guild of America member

Professor Certification, LACCD – Project Match

Published & Produced Author, Playwright, Standup

Fluency in French