

JEFFREY DINSMORE

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Direct and write 360 campaigns and experiential events for entertainment and consumer brands. Adept at crafting transportive stories that build worlds, extend narratives, and turn viewers and customers into fanatics.

Work History

Digital Kitchen

Los Angeles, CA, 2017-Present

Associate Creative Director

- Westworld (HBO): Conceptualize and write extended digital narrative, OOH, real-world stunts, and store takeovers. Winner: Emmy, Creative Achievement in Interactive Media (2019).
- Canada Goose: Created *The Journey: A Canada Goose Experience*, a permanent, experiential installation that takes visitors into the heart of the great outdoors, indoors.
- sbe: Lead brand messaging for sbe's large portfolio of restaurants, including Katsuya, carna, and Krispy Rice.
- USA Networks: Created *The Sinner Neighborhood Watch*, an immersive, season-long interactive experience.
- WB Hotel: Developed brand identity, voice, and customer journey for WB Hotel in Abu Dhabi, a next-generation hotel / entertainment experience.

Elastic

Los Angeles, CA, 2013-2017

Senior Writer

- Wrote world-building short films and campaigns for entertainment properties like *League of Legends*, *The Wizarding World of Harry Potter*, and *Black Panther*.

Troika

Los Angeles, CA, 2014-2017

Creative Lead

- Wrote "Obsessable" tagline for STARZ Network rebrand. Developed complete brand refresh including promo spots, IDs, web copy, and style guides.
- Created brand guidelines, scripts, and on-air messaging for AMC, A&E, Smithsonian Channel, and other major network clients.

Loyalkaspar

Los Angeles, CA, 2010-2016

Writer

- Conceptualized promo campaigns and rebrands for broadcast series and networks including *Mad Men*, *The Walking Dead*, *Bates Motel*, *Schitt's Creek*, AMC, and TruTV.

Extracurriculars

- Host Dad Jeans, a podcast about losing your cool.
- Founded pulp fiction publishing house Contemporary Press.
- Wrote the novels *I, An Actress: The Autobiography of Karen Jamey* and *Johnny Astronaut* by Rory Carmichael.

Education

B.A., English/B.A., Creative Writing

University of Michigan, Ann Arbor, MI