

# JEFFREY DINSMORE

CREATIVE DIRECTOR • WRITER • RACONTEUR • ENTHUSIAST

## WHO

Creative Director and writer with a passion for big ideas and a demonstrated talent for leading projects that exceed client expectations.

## WHAT

Inventive thinker. Compassionate leader. Engaging presenter. World builder. Clear communicator. Straight shooter. Team player. Fence swinger. Path maker. Risk taker. Scrumptious breads baker.

**ARTICLE GROUP Associate Creative Director** **Los Angeles 2019-now**

Lead 360 campaigns, digital events, video content, and brand messaging projects for tech and B2B clients.

**DIGITAL KITCHEN Associate Creative Director** **Los Angeles 2016-19**

Created experiential events, digital narratives, 360 campaigns, and brand identities for television, film, gaming, and consumer brands.

## WHERE and WHEN

**ELASTIC Senior Writer (freelance)** **Los Angeles 2013-16**

Wrote world-building short films and campaigns for TV shows, gaming, and film properties.

**VARIOUS AGENCIES Freelance copywriter** **The usual places 2008-16**

Experiential, messaging, and campaign projects of all stripes and colors for agencies including Troika, Loyal Kasper, We Are Royale, and Mocean.

## FOR WHOM

Google • Facebook • HBO • Amazon • USA Networks • Starz • Android • Canada Goose • Riot Games • WB Hotel • The Wizarding World of Harry Potter • Digital Realty • sbe Entertainment Group • TBS • Ubisoft • Sony • AT&T • TNT

## HOW

With an innate sense of storytelling that's been honed to a fine point through years of practice. Through empathy for my team, dedication to my craft, and care for my client. By listening closely, leading with integrity, and staying true to myself.

## WHY

Because collaborating with others to see an idea through from conception to completion is the closest I'll ever get to magic.

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