

# JEFFREY DINSMORE

## WORDS + IDEAS

323.775.7179 • 25 W. Mariposa St. • Los Angeles, CA 91001  
jeff.dinsmore@gmail.com • jeffreydinsmore.com

Over ten years of experience crafting scripts, treatments, taglines, campaigns, and experiential events for broadcast, media, and gaming clients. Equally at home with language and ideation. Adept at assembling words into fantastical new configurations that surprise and delight.

## WORK HISTORY

### Writer and Ideator

Los Angeles, CA, 2006–Present

Write scripts, taglines, pitches, marketing materials, web copy, and entertainment pieces for a diverse client list. Conceptualize broadcast and digital campaigns, brand strategy, promos, and experiential events. Craft compelling stories that entertain, educate, and increase sales.

### Selected Clients

- loyalkaspar
- Troika
- A52
- Royale
- Roger LA
- Imaginary Forces
- Metaphrenie
- PBS Independent Lens

### Project Highlights

- **FANTASTIC BEASTS AND WHERE TO FIND THEM**  
Wrote and conceptualized digital shorts, social media activations, subsidiary materials and opening credit sequence for the highly-anticipated 2016 Warner Brothers film.
- **STARZ / STARZ ENCORE**  
Copy lead on STARZ network rebrand following merger with ENCORE. Created new network tagline — “Obsessable.” Developed writing style guides and rules for copy usage. Wrote promo spots, IDs, bumpers, and social media posts. Following rebrand, STARZ was sold to Lionsgate for \$4.4 billion.
- **J.K. ROWLING’S POTTERMORE**  
Wrote and conceptualized three animated trailers for “The History of Magic in North America,” an original series of stories by celebrated author J.K. Rowling. The first trailer received over 200,000 views within the first week of release.
- **LEAGUE OF LEGENDS**  
Wrote and conceptualized series of four short animated films that aired during the lead-up to the League of Legends 2015 World Championships. Films received over 4 million views on YouTube alone.
- **LEXUS**  
Wrote treatments and scripts for three long-form pieces detailing the Lexus culture and philosophy in entertaining, imaginative animated spots. Spots were incorporated into employee training and distributed to dealers internationally for team motivation.
- **GE**  
Wrote immersive 3D experience for Oculus Rift that takes visitors under the sea. Experience was showcased in AdWeek and is used throughout the world as part of GE’s educational outreach.

- **AMC**  
Copywriter for brand evolution of AMC. Created guiding internal brand line “Dramatically Different” and collaborated on copy style guides for promos, IDs, and other on-air copy elements.
- **SYFY NETWORK**  
Wrote treatments and scripts for *The SyFy Survival Guide*, a six-episode series of humorous on-air promos for SyFy International.
- **INDEPENDENT LENS**  
Wrote host intro scripts for seasons 13 & 14 of the Peabody award-winning PBS documentary series.
- **MURDERED: SOUL SUSPECT**  
Conceptualized on-site experiential event for Square Enix’s noir mystery taking place in a hotel room at the 2014 PAX West conference. Footage from the event was turned into a digital video that won Gold at the Game Marketing Awards.

**Princeton Review**  
**Content Editor**

New York, NY, 2004–2006

- Managed freelance writers and developed freelancer style guides.
- Created the Maryland Benchmark Assessments, a four-test program used throughout the state.
- Compiled and implemented feedback on edited manuscripts from the client, copyeditor, expert reviewer, and managing editor.
- Monitored quality of a project’s content at every stage of production. Maintained the schedule throughout the project and analyzed field test data to maximize effectiveness of test items.

**Gattaca, Inc.**  
**Senior Site Producer**

New York, NY, 2002–2004

- Supervised all content for Vissor.com and Damosi.com including interactive games and entertainment content.
- Managed a group of 30 contributing writers, including payouts and hiring.
- Wrote and edited all material produced by Gattaca, Inc., including newsletters, banner ads, media kits and websites.

**PUBLISHED WORK**

**Nonfiction**

- *Best Green Careers* (2010, Learning Express) – Author
- *Express Review Guides: Spelling* (2008, Learning Express) – Author
- *Express Review Guides: Vocabulary* (2007, Learning Express) – Author

**Fiction**

- *Awkward Two* (2010, Awkward Press) – Editor and Contributing Author
- *Awkward One* (2009, Awkward Press) – Editor and Contributing Author
- *I, An Actress: the Autobiography of Karen Jamey* (2005, Contemporary Press) – Author
- *Johnny Astronaut* (2004, Contemporary Press) – Author (as Rory Carmichael)

**Education**

B.A., English/B.A., Creative Writing, 1997

University of Michigan, Ann Arbor, MI

- Graduated from the Residential College
- Graduated with high honors